

Breast Cancer Research and Education Trust Fund Report FY 2008 – FY 2012

October 1, 2012



Prepared By

**Division of Women's Health
Department for Public Health
Cabinet for Health and Family Services**

TABLE OF CONTENTS

Table of Contents.....	1
Breast Cancer Research and Education Trust Fund Board Members.....	2
Kentucky Women’s Cancer Screening Program Contributing Staff.....	3
Mission Statement.....	3
History.....	3
Needs Assessment.....	3
Program Plan Summary.....	4
Program Plan Overview.....	4
Program Financial Summary.....	4
Fiscal Year 2008 Grantees.....	5
Fiscal Year 2009 Grantees.....	9
Fiscal Year 2010 Grantees.....	13
Fiscal Year 2011 Grantees.....	23
Fiscal Year 2012 Grantees	28
Appendices	
A. Kentucky Statutes	29
B. Administrative Regulations.....	31
C. References.....	33

Annual Report on the Breast Cancer Research and Education Trust Fund

This report was prepared by
Division of Women's Health
Kentucky Department for Public Health
Cabinet for Health and Family Services
and
The Breast Cancer Research and Education Trust Fund Board

BCTF Board Members

Debra Armstrong, MSW, MPA *Director, Kentucky Cancer Program East*
Monica Clark, *Breast Cancer Survivor*
Steve Davis, MD, *Acting Commissioner, Department for Public Health*
Audrey Tayse Haynes, *Secretary, Cabinet for Health and Family Services*
Joy Hoskins, RN, BSN, BA, *President, Breast Cancer Research and Education Trust Fund*
Robert Means, Jr., MD, *Director, Lucille Parker Markey Cancer Center*
Donald Miller, MD, PhD, *Director, James Graham Brown Cancer Center*
Connie Sorrell, MPH, *Director, Kentucky Cancer Program West*
Sonia Woodall, *Breast Cancer Survivor*

Division of Women's Health

Erica Davis, MA *Recruitment Coordinator*
Joy Hoskins, RN, BSN, BA, *Division Director*
Carolyn Kerr, RN, BSN, *Clinical Coordinator*
Martie Kupchinsky, *State Budget Branch*
Sivaram Maratha, M.Sc, MPA, *Epidemiologist*
Melody Stafford, RN, *Program Director*
Christina Taylor, *Program Coordinator*

REPORT OVERVIEW

This report is prepared pursuant to KRS 211.590, which provides that a report be provided to the Governor and the Legislative Research Commission (LRC) detailing the plan developed for the expenditure of funds for the current and next fiscal year, a summary of the use and impact of prior year funds, a summary of the activities of the Board of the Breast Cancer Research and Education Trust Fund (BCTF) during the prior fiscal year, and any recommendations for future initiatives or action regarding breast cancer research, education, awareness, treatment, and screening.

MISSION

The mission of the BCTF Board is to enhance efforts to reduce breast cancer incidence and mortality. The efforts of the Board target the program needs and challenges specific to population groups and geographic regions.

HISTORY

In 2005, legislation was enacted creating the BCTF under KRS Chapter 211.580. The purpose of the fund is to support breast cancer research, education, treatment, screening, and awareness in Kentucky. The Board is attached to the Cabinet for Health and Family Services (CHFS), Department for Public Health (DPH), Division of Women's Health (DWH), and is the state agency responsible for administering the BCTF Grant Program. KRS 211.590 directed the BCTF Board to promulgate administrative regulations to establish a competitive grant program to provide funding to not-for-profit entities, educational institutions, and government agencies in Kentucky offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening.

NEED ASSESSMENT

Kentucky is comprised of 120 individual counties, varying in geographic size, population, income/poverty, and educational attainment. Key areas of Kentucky still remain isolated and distant from major cities, universities, and health care services. The far eastern portion of the state, known as Appalachia, consists of 51 counties and is dispersed over 17,714 square miles.

There are many socioeconomic factors contributing to high breast cancer mortality in Kentucky including high rates of poverty and unemployment, lack of education, cultural attitudes and beliefs, and family orientation. These socioeconomic barriers prevent many women from receiving breast cancer screening and treatment services.

According to the most recent data available (2007), breast cancer is the second leading cause of cancer deaths among women in Kentucky. Based on the 2007 data from the National Cancer Institute (NCI), Kentucky was ranked as having the 12th highest breast cancer death rate (24.4 deaths per 100,000 women) in the nation.

Breast cancer is the most commonly diagnosed cancer among African American women. The overall incidence rate is 10% lower in African American women than in white women.

However, African Americans have the highest death rate and shortest survival of any racial and ethnic group in the U.S. for most cancers. This is attributed to late screening, diagnosis, and treatment.

PROGRAM PLAN SUMMARY

KRS 211.590 authorizes the BCTF Board to promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590, including establishing a competitive grant program to provide funding to organizations offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening. Accordingly, the DPH promulgated administrative regulation 920 KAR 3:010 which set the requirements for the BCTF Grant Program.

PROGRAM PLAN OVERVIEW

The BCTF application is made available online at the CHFS, DWH website, <http://chfs.ky.gov/dph/info/dwh/>. See Appendix B for the detailed application process. Eligible applications are reviewed and scored by an objective grant review committee. Preference for funding is given to entities whose programs will serve medically underserved populations. BCTF program accomplishments are reported to the Governor and the LRC each year.

PROGRAM FINANCIAL SUMMARY

Revenue for the BCTF consists of funds collected from the state income tax check off, the sale and/or renewal of the “Driving for a Cure” specialty license plates, and any other proceeds from grants, contributions, appropriations, or other moneys made available for the purposes of the BCTF. The primary source of revenue for the BCTF is from the sale and renewal of the “Driving for a Cure” specialty license plates. The Transportation Cabinet collects the funds from the sale or renewal of license plates from county clerks and remits the CHFS share of proceeds to the Trust Fund at the beginning of the following fiscal year. For example, monies used to fund FY 2012 grantees were collected by the Transportation Cabinet in FY 2011 and remitted to the BCTF at the beginning of FY 2012. In addition, citizens may make contributions to the Trust Fund when they purchase or renew their license plates; these proceeds are also forwarded to the Trust Fund. Citizens may also designate donations to the Trust Fund on their annual Kentucky state income tax form. Donations made through the Trust Fund check off box are sent to CHFS on a monthly basis.

Breast Cancer Trust Fund
Total License Plate Sales and Renewals

Fiscal Year	Total License Plates Sold	License Plates Renewed
FY 2008	5,704	8,458
FY 2009	4,839	13,072
FY 2010	4,441	15,528
FY 2011	4,936	19,363
FY 2012	6,711	4576

Department for Public Health
Breast Cancer Trust Fund Revenues
by Fiscal Year

Fiscal Year	Revenues Received from License Plates (New + Renewal)	Income Tax Check-off	Total Revenues
FY 2006	\$0	\$46,275	\$46,275
FY 2007	\$692	\$52,410	\$53,102
FY 2008	\$22,433	\$59,064	\$81,497
FY 2009	\$139,364	\$57,775	\$197,139
FY 2010	\$180,046	\$53,963	\$234,009
FY 2011	\$198,900	\$50,541	\$249,441
FY 2012	\$209,336	\$45,965	\$255,301

[illegible]

FY 2008 Grantees

Six Kentucky agencies promoting breast cancer awareness, screening and access to services were recipients of the Kentucky BCTF Grants for the Fiscal Year 2008. These awards recognized programs that best demonstrated sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY 2008:

Ashland Hospital Corporation, d.b.a. King's Daughters Medical Center

I. Grant Amount Awarded:

\$19,958.00

II. Amount Expended:

\$3,556.67

III. Areas Served:

Boyd, Carter, Martin, Magoffin, and Wolfe Counties

IV. Goals and Objectives:

- Reduce the burden of breast cancer for five Eastern Kentucky counties by increasing screening mammograms and self-breast exams.
- Reduce breast cancer deaths, in alignment with Get Healthy Kentucky Objective 16.3, by promoting early detection of breast cancer through mobile mammography services in the targeted counties.
- Increase the proportion of women in the targeted counties, ages 40 and older, who have not received a mammogram within the past two years, in alignment with Get Health Kentucky objective 16.5.
- Increase equity for Appalachian women and improve disparities by providing mammography services on location close to home for the women of targeted counties.
- Increase awareness of the risk factors, especially controllable risk factors, associated with breast cancer and provide education and counseling on these risk factors.

V. Progress Report:

- Held mobile mammogram screenings in Magoffin, Martin, Wolfe, Boyd, and Carter Counties. The program was promoted through press releases in Boyd and Carter Counties. The program worked with local health department (LHD) partners and the cooperative extension office. The project evaluation results were:
 - 214 women screened;
 - 33 first-time mammograms;
 - 121 women had not had a mammogram screening in the past three years;
 - 4 patients ages 35-39, 157 patients ages 40-64 and 56 patients ages 65+ screened;
 - 34 patients screened with abnormal results;
 - 34 patients recommended for follow-up; and
 - “Pink Lady’s Day” educational sessions on self-breast exam, risk of breast cancer, and prevention of breast cancer attended by 708 women.

The Foundation for Health, Inc.

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

Daviess, Hancock, McLean, Union, Webster, and Henderson Counties; other counties served based upon need.

IV. Goals and Objectives:

- Disseminate information regarding the importance of receiving a mammogram to a minimum of 3,000 low-income, medically-underserved women between the ages of 40-64, and women under the age of 40 who are at a high risk for breast cancer. Encourage and refer all 3,000 low-income, medically-underserved women to receive a free or low-cost mammogram.
- Provide mammograms to at least 290 low-income, medically-underserved women who fall through the cracks of services currently available. These women would not qualify for a free or low-cost mammogram through Kentucky Women's Cancer Screening Program (KWCSF) or other programs, including at least 25 breast cancer survivors who otherwise would not receive a mammogram.
- Provide mammograms to at least 25 low-income, medically-underserved women through the mobile mammography van.

V. Progress Report:

- Set up information tables for literature to be handed out at free clinics, post offices, health fairs, and grocery stores.
- Provided literature at the county's "World's Greatest Baby Shower" event. Many women were signed up on the spot for free mammograms.
- Participated in the Susan G. Komen "Pink Sunday" campaign.
- Provided breast cancer information and literature to 4,900 women in the area through churches.
- Through the BCTF, provided an additional 106 screening mammograms and 20 diagnostic mammograms.

Hall Family Resource Youth Service Center

I. Grant Amount Awarded:

\$9,094.67

II. Amount Expended:

\$9,094.67

III. Area Served:

Harlan County

IV. Goals and Objectives:

- Increase women's knowledge about breast cancer and the importance of self-breast exams and yearly mammograms.

V. Progress Report:

- Conducted a county-wide Breast Cancer Awareness Workshop and five Community Workshops. These workshops were also presented at the Family Resource and Youth Service Center (FRYSC) fall institute in Louisville and the coordinator training at Lake Barkley. The county-wide workshop consisted of a nurse presenting factual information about breast cancer detection, treatment, the technique and importance of breast self-exams, and yearly mammograms. The community workshops were held in points across the county reaching 299 women. The county-wide workshop was presented as a “best practices” model on how to obtain a Breast Cancer Awareness Grant at the FRYSC’s Institute and the New Coordinator’s Training in Western Kentucky.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

71 counties in central and eastern Kentucky

IV. Goals and Objectives:

- In collaboration with the Kentucky Cancer Program (KCP) West at the University of Louisville (UL), conduct a minimum of 20 educational events across Kentucky reaching all 15 Area Development Districts (ADDs). Each woman attending the screening will be mailed a reminder card either one month or up to 11 months after the event (depending on their most recent screening date).
- Provide breast cancer information, education, and screening recommendations to a minimum of 800 women ages 40 and over who attend the events. Among the 800 total attendees, identify 300 women who do not seek regular screening (non-compliant).
- Provide telephone follow-up to the 300 women who are non-compliant with screening, in addition to sending these women the screening reminder card. Recruit additional women by asking all 800 attendees to send birthday cards with screening information to three friends, potentially reaching an additional 2,400 women.

V. Progress Report:

- Held a total of 25 events across a geographic area, including nine ADDs in Central and Eastern Kentucky. The purpose was to increase awareness, educate about signs, symptoms, and risk factors, and promote opportunities for early detection. Educational programs featured a birthday party theme, “Celebrate Your Birthday with a Mammogram”, and breast cancer screening message from First Lady Jane Beshear. A total of 612 participants attended the events.

Kentucky Cancer Program West

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

Ohio, Daviess, Marion, Washington, Nelson, Taylor, Grayson, Hardin, Caldwell, Muhlenberg and Jefferson Counties

IV. Goals and Objectives:

- Increase awareness and knowledge among women ages 40 and over about the symptoms and risks of breast cancer and promote early detection.
- Place priority on reaching the medically-underserved population and women who are never/rarely screened.

V. Progress Report:

- Held joint meetings between KCP staff at UL and the University of Kentucky (UK) to discuss promotion and recruitment strategies. Working together, a press release was written, educational materials and local resources identified, key educational messages developed, program materials printed, and incentives ordered. A registration/reminder card, birthday card, announcement, evaluation and tracking forms were developed.
- Planned educational programs with a birthday party theme which were conducted by the KCP cancer control specialists working with community partners to recruit the target population. Key educational messages, materials, and resources were presented. Incentives were provided, and women were encouraged to bring a friend who had not been screened and to mail birthday cards to friends and family.
- Conducted 23 programs in all ADDs. A total of 871 women participated in the educational programs. Of the participants who provided information, 676 indicated they were ages 40 and older. KCP was successful in recruiting the non-compliant and the never/rarely screened, reaching 205 women. KCP continued working on the project, placing telephone calls and mailing mammography reminder cards through June of 2009.

Our Lady of Bellefonte Hospital

I. Grant Amount Awarded:

\$19,991.00

II. Amount Expended:

\$16,447.61

III. Areas Served:

Boyd, Greenup, Carter, Elliott, Lawrence, and Lewis Counties

IV. Goals and Objectives:

- Recruit at least 1,200 women, primarily low income patients, into the center's women's health program to receive screenings and breast care.
- Conduct at least 900 mammograms and 900 clinical breast exams. Add at least 12 additional outreach sites to the Mobile Health Center's roster.

- Increase the number of annual mammograms by 10 percent and the number of first time mammograms by at least 10 percent.

V. Progress Report:

- Completed the following activities via the Mobile Health Center:
 - Provided a mobile outreach worker to participate in health fairs and community events reaching approximately 2,000 women with breast cancer education.
 - Provided 346 screening mammograms. From those, 45 showed abnormal results.
 - Provided osteoporosis screening services to all women who visited the Mobile Clinic;
 - Visited 68 sites in Kentucky counties served;
 - Held monthly Breast Cancer Support Group (average attendance of 5);
 - Held monthly Self-Breast Examination Class (average attendance of 5); and
 - Established a breast care team meeting monthly to facilitate communication and collaboration between in-house and mobile-clinic staff.

FY 2009 Grantees

Five Kentucky agencies promoting breast cancer awareness, screening, and access to services were recipients of the BCTF Grants for the Fiscal Year 2009. These awards recognized programs that best demonstrated sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY 2009:

The Foundation for Health, Inc.

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$19,362.38

III. Areas Served:

Daviess, Hancock, McLean, Union, Webster, and Henderson Counties; other counties served based upon need.

IV. Goals and Objectives:

- Provide awareness and education, through the Mammogram for Life Program, of the importance of early detection and preventative services, including clinical breast exams, self-breast exams, and mammograms.
- Provide free mammograms to women in our community who are uninsured or underinsured and have no other means of getting a mammogram.
- If an abnormality is found during a screening mammogram, provide free diagnostic services, including diagnostic mammograms and ultrasounds.
- Give women diagnosed with breast cancer referrals to different resources available for treatment and support.

- Provide medications and radiation bras to breast cancer patients who cannot afford these items on their own.

V. Progress Report:

- Through the Mammograms for Life program, utilized a variety of education events in FY 2008 - 2009.
- Set up informational tables for literature to be handed out at free clinics, post offices, health fairs, grocery stores, and county extension offices.
- Provided literature at the Daviess County “World’s Greatest Baby Shower” event, local Bunco parties, and at programs in private homes. The packets were also handed out to women who visited the mobile mammography unit.
- Participated in the Susan G. Komen “Pink Sunday” campaign, providing breast cancer information and literature to 4,300 women in the area through churches.
- Through Mammograms for Life program provided the following during the FY 09 grant period in Daviess County:
220 mammograms (115 screening and 105 diagnostic mammograms);
Breast cancer patient medications for two individuals; and
Breast cancer patient radiation bras for 14 patients.

Kentucky Cancer Program East & West

I. Grant Amount Awarded:

\$10,500.00 each (\$21,000.00 total)

II. Amount Expended:

\$10,500.00 each (\$21,000.00 total)

III. Areas Served:

Racetrack host counties and participants

IV. Goals and Objectives:

- Reduce breast cancer incidence and mortality, increase awareness, provide education, and promote opportunities for early detection. The focus will be on race fans and track workers, placing special emphasis on the underinsured and uninsured and medically-underserved.
- Working with the Office of the First Lady, the racing industry, and others, coordinate and implement events at all of the state’s race tracks. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, survivor champions, and distribution of educational materials. Backside Outreach: Breast Cancer Education and Screening Referral will utilize staff and bilingual outreach educators to conduct awareness and recruitment activities, individual and group educational presentations, and opportunities to promote screening.
- Link women with screening resources such as mobile mammography, LHDs, and the Kentucky Racing Health and Welfare Fund.

V. Progress Report:

- Held Breast Cancer Race Days at Keeneland, Turfway Park, Churchill Downs, and Ellis Park to provide breast cancer awareness and education.

- Turfway Park racetrack hosted a Pink Race Day in September 2008 for 2,000 race fans.
- Keeneland racetrack hosted a Pink Race Day in October 2008 for 9,989 race fans.
- Ellis Park racetrack estimated 2,500 were in attendance in August 2009 for a Pink Race Day.
- Churchill Downs racetrack hosted 5,900 for Pink Race Days in November 2008 with over 104,000 in attendance in May 2009.

People in attendance received information about breast cancer, had the opportunity to visit an educational display of one-on-one information about breast cancer screening, saw a race dedicated to breast cancer (jockey wore pink arm bands, horses had pink towels, and a special cooler and trophy were awarded by Kentucky First Lady Jane Beshear), and breast cancer survivors were recognized in the Winner's Circle. In addition, 300 breast cancer survivors at Turfway Park and 301 at Keeneland received t-shirts and incentives with screening messages. Attendees were provided special refreshments and heard a presentation from Kentucky First Lady Jane Beshear and racetrack officials acknowledging the importance of breast cancer screening. Attendees were given an opportunity for pictures with the Governor's wife in the Winner's Circle.

- Through the Backside Outreach, offered one-on-one education and outreach to 288 backside workers by bilingual health educators. A mammography van was available on-site for screening days at Keeneland in October 2008 and the Thoroughbred Training Center in September 2008. A total of 34 women were screened. St. Elizabeth hospital provided a mammography van for on-site screening at Turfway Park in February 2009 for 21 women. At least 60 people at Ellis Park were educated and approximately 355 at Churchill Downs for a total of 451, greatly exceeding the goal of 75. A total of 77 women were screened at Ellis Park and Churchill Downs.

(Note: Comparison between the rural Ellis Park track and the urban Churchill Downs track revealed interesting regional differences. Of the minority populations, Ellis Park consisted of a majority of African Americans, while at Churchill Downs, the majority was Hispanic. Also of significance, the percentage of women who reported having a previous mammogram was only 44% at Ellis Park compared to 80% at Churchill Downs. The percentage of track workers who were Hispanic was about 75% at Keeneland and 20% at Turfway Park. A large number of these were undocumented and tended to be younger in age.)

Norton Cancer Institute Prevention and Early Detection Program

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$20,000.00

III. Areas Served:

Louisville-Jefferson County, KY Metropolitan Area (Louisville Metro)

IV. Goals and Objectives:

- Reduce the incidence and mortality of breast cancer in Louisville Metro by expanding the Pink Ribbon Prevention Project. The BCTF grant will allow expanding the program by 10-15 percent beyond the current level. This funding will provide education and outreach to 1,000 women and provide breast cancer examinations and digital mammography screening to 170 underserved women in Louisville Metro. The platform includes the utilization of our Mobile Prevention Center (MPC), a 40-foot vehicle designed to provide digital mammography and clinical breast exams in community settings to women over the age of 40. The mammograms are provided at no cost to uninsured women. The goal is to meet people where they live, to reduce barriers to information and prevention services, and to provide follow-up.

V. Progress Report:

- Provided clinical breast exams and mammography screenings to a total of 347 women at 34 screening events throughout Louisville Metro. Of these, 87%, of the mammograms were normal and 13% were abnormal. All of the patients with an abnormal result received the appropriate follow-up and diagnostic services. Approximately 49 percent of the women screened resided in the high risk target areas. Of the women screened, 46% were under the age of 50 and 54% were between the ages of 50 and 75. A total of 61% were African American or Asian, 34% were Caucasian, and 18% of the women were of Hispanic/Latina ethnicity. Also, 34% of women screened had either never received a mammogram, or had not received a mammogram in the last five years (rarely or never screened), which exceeds the CDC Performance Indicators. The Prevention program was available at 32 community education and outreach events. Over 2,700 individuals attended these events.
- Additionally, 1,113 women completed the Ticket to Health risk assessment tool between the dates of January 1, 2008 through June 30, 2009, exceeding the goal of 1,000 risk assessments.

Trover Health System

I. Grant Amount Awarded:

\$10,000.00

II. Amount Expended:

\$10,000.00

III. Areas Served:

Caldwell, Hopkins, and Muhlenberg Counties

IV. Goals and Objectives:

- Through the Think Pink! A Breast Health Program, increase breast cancer awareness as well as provide 90 screening mammograms and clinical breast exams to underserved women in Caldwell, Hopkins, and Muhlenberg Counties.
- Offer an educational event in each county. Dr. Beth Snell, General and Oncology Surgeon with the Trover Health System (THS) and Mahr Cancer Center, will address risk factors and signs and symptoms of breast cancer, as well as teach participants how to perform a monthly self-breast exam.

- Provide 30 uninsured/underinsured women from each county with a free mammogram and clinical breast exam at the THS Center for Women's Health (90 total). Further diagnostic services will be provided for women in need.

V. Progress Report:

- Hosted evening educational programs in each county. Each event was free of charge and provided a light dinner. At each program, Dr. Snell addressed the women on breast cancer signs, symptoms, and risk factors. Attendees were instructed how to correctly perform a self-breast exam. Each participant received educational material to take home. Other health care/cancer-related organizations were also on hand to distribute education:
 - Caldwell County, September 2008 at the Caldwell County Extension Office, 7 participants;
 - Muhlenberg County, October 2008 at the Muhlenberg County Extension office, 15 participants; and
 - Hopkins County, October 2008 at THS, 48 participants.

Uninsured/underinsured women attending the educational programs were offered free clinical breast exams and screening mammograms that would be scheduled at the THS Center for Women's Health. A total of 28 women received these screening procedures; three of those women received additional diagnostic services. As of June 30, 2009, no cancers had been detected. Because the attendance of the programs was lower than expected, they did not use the 90 mammograms that were available; also no travel vouchers were requested. The remaining grant funds totaling \$4,285 have been earmarked for underinsured/uninsured women from Caldwell, Hopkins, and Muhlenberg Counties that need assistance with screening breast services.

FY 2010 Grantees

Twelve Kentucky agencies promoting breast cancer research, awareness, screening, and access to services were recipients of the BCTF for the Fiscal Year 2010. These awards recognize programs that best demonstrate sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2010:

Ashland Hospital Corporation, d.b.a. King's Daughters Medical Center

- I. Grant Amount Awarded:**
\$20,000.00
- II. Amount Expended:**
\$19,885.90
- III. Areas Served:**
Boyd, Carter, Elliott, Greenup, Lewis, Martin, and Magoffin Counties

IV. Goals and Objectives:

- Reduce breast cancer deaths, in alignment with Healthy Kentucky 2010 objective 16.3, by promoting early detection of breast cancer through awareness activities and mobile mammography services in the targeted counties.
- Increase equity for Appalachian women and improve disparities by providing mammography services on location close to home for the women of the targeted counties.
- Increase awareness of the risk factors, especially controllable risk factors, associated with breast cancer and provide education and counseling on these risk factors.
- Increase access to mammography services in underserved areas by scheduling the mobile van in areas considered underserved.
- Increase community outreach efforts through women's health days and programs in prevention and early detection.
- Increase education about how to perform a breast self-exam.

V. Progress Report:

- Visited five of the target counties with mobile mammography and screened 338 patients from January 1-June 30, 2010.
- Continued to maintain relationships with the LHDs in hopes of establishing mobile mammography to Salyersville in Magoffin County and Sandy Hook in Elliott County. A family care center is planned in Elliott County which will give us a stable location for the mobile unit.
- Provided breast cancer education to a total of 555 women in three counties. Education sessions have been held at county fairs, churches, schools, grocery stores, parks, prisons, banks, and local malls. A total of 48 volunteers have been trained to teach breast education.
- Developed and implemented an online breast education module on King's Daughters Medical Center online training center for team members.

Consolidated Missionary Baptist Church

I. Grant Amount Awarded:

\$18,970.00

II. Amount Expended to Date:

\$18,970.00

III. Areas Served:

Fayette County

IV. Goals and Objectives:

- Provide Lexington, through the Sisters Praise (Sisters Promoting Responsible Attitudes and Ideas about Self-Empowerment) project, with an innovative, self-service kiosk and a trained, faith-based community health worker, housed in a local church. The kiosk will provide culturally-tailored educational information regarding breast health, diet and exercise and its relationship to breast cancer, and screening mammography guidelines based on American Cancer Society (ACS) guidelines. This project is directed toward African American women, a group that suffers

disproportionate breast cancer mortality. Women of all ages may use this kiosk to formulate a personal breast health plan, including screening mammograms.

- Deliver additional tailored intervention through a trained Community Health Advocate (CHA) to women who self-identify as being out of compliance with ACS guidelines.
- Improve understanding of the barriers to mammography for African American women in Lexington and delivery of breast cancer educational content in a self-service kiosk with a personal touch.

V. Progress Report:

- Developed the self-service kiosk and several videotaped motivational segments, which included motivational segments, appropriate scriptures, and photographs with culturally appropriate visual effects. University of Kentucky (UK) Institutional Review Board approval was applied for and granted.
- Placed the kiosk in the Andrews Center in October and introduced it at the Women's Wellness Fair. The fair included workshops on healthy eating, exercise, and cancer. The fair included UK and local, regional, and state-wide agencies, such as the LHD and ACS. The fair was attended by approximately 100 women and took place Saturday, October 24, 2009.
- Monitored daily use of the kiosk at the Andrews Center by monthly updates on activity via the web. The project director is compiling a list of women to contact regarding screening and community resources for referral. So far, more than 200 women have accessed the kiosk for information. Of those, 20 women have left contact information and will be followed up for resources.
- Collected surveys from women attending the Women's Wellness Fair.
- Established a monthly report of usage prepared by St. Andrews that includes: a) number of times the kiosk is accessed, b) number of age-eligible women using the kiosk who are in compliance with ACS mammography screening guidelines, c) demographic characteristics of women using the kiosk, d) mammography utilization patterns of women using the kiosk, and e) contact information for women who want follow-up. Data gathered from the kiosk is analyzed and evaluated monthly.

The Foundation for Health, Inc.

I. Grant Amount Awarded:

\$19,950.00

II. Amount Expended:

\$19,950.00

III. Areas Served:

Daviess, Hancock, McLean, Union, Webster, and Henderson Counties; other counties served based upon need.

IV. Goals and Objectives:

- Through Mammograms for Life, provide education and awareness of the importance of early detection and preventative services, including clinical breast exams, self-breast exams, and mammograms.
- Provide free mammograms to women who are uninsured or underinsured who have no other means of getting a mammogram.

- If an abnormality is found, provide free diagnostic services, including diagnostic mammograms and ultrasounds.
- Provide education and awareness to at least 2,500 women and mammograms to 360 low-income, medically-underserved women, who currently do not have access to a mammogram provider.
- Provide follow-up services to those diagnosed with abnormalities.
- Disseminate information regarding the importance of receiving a mammogram to at least 2,500 low-income, medically-underserved women between the ages of 40-64, and women under age 40 who are at a high risk for breast cancer.
- Encourage and refer all 2,500 low-income, medically-underserved women to receive a free or low-cost mammogram.
- Provide mammograms to at least 315 low-income, medically-underserved women who fall through the cracks of services currently available – women who do not qualify for a free or low-cost mammogram through KWCSF or other programs, who otherwise would not receive a mammogram.
- Provide mammograms to at least 45 low-income, medically-underserved women, through the mobile van. Provide mammograms and clinical breast exams to at least 85 low-income, medically-underserved women, through the KWCSF and LHDs.
- Provide additional screening services, including diagnostic mammograms and ultrasounds, to women who are found to have abnormalities.
- Give referrals to women diagnosed with breast cancer to different resources available for treatment and support. In addition, the program provides medication and radiation bras to breast cancer patients who cannot afford these items on their own.

V. Progress Report:

- Provided 152 screenings mammograms, 35 diagnostic mammograms, and 25 ultrasounds. A total of 31 women qualified and were referred to the Health Department for mammograms through the KWCSF. Forty-one women were found to have abnormal results and were referred for diagnostic services. Two cases of breast cancer were detected. Of the women screened, ten had never had a mammogram before. Provided one-on-one education to 107 women and educational materials to 1,086 women. Educational events included information tables at Big Lots, Bill's IGA, free clinics, an Army of Women Boot Camp event, various health fairs and breast cancer awareness events, a Women's Health Forum with 800 attendees and a Bunco for Breast Cancer event held at a private home with 85 attendees. In addition, all women receiving mammograms were given a packet of information about early detection and facts about breast cancer.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$14,500.00

II. Amount Expended:

\$11,607.66

III. Areas Served:

Central and eastern Kentucky

IV. Goals and Objectives:

- Use the high profile Office of the First Lady to collaborate with the horse racing industry to increase breast cancer awareness, education, and screening among fans and track employees and workers at nearby training centers and horse farms.
- Provide support for breast cancer survivors and mobilize them to promote and encourage age-eligible women to be screened.
- Increase awareness of breast cancer and the importance of screening among approximately 12,000 race fans at Churchill Downs and Ellis Park.
- Educate 150 permanent and seasonal track/horse industry workers and families.
- Provide opportunities for screening to 25 women at Ellis Park and 50 women at Churchill Downs, working with LHDs to offer diagnostic evaluation and treatment as needed.
- Continue to gather information about track/industry workers who need breast cancer education and screening.
- Provide an opportunity for breast cancer survivors to support newly-diagnosed women and to encourage age-eligible women to be screened.

V. Progress Report:

- Provided Outreach, Education, and Screening Days in April and May 2010 at Churchill Downs. Lay health educators, including promoters (bilingual, Hispanic women), worked with the track activities director to coordinate access to the backside area to raise awareness, educate women, identify and recruit eligible women for screening. KCP educators made several visits to surrounding neighborhood businesses and to the track, going through the barn areas, the learning center, and the chapel. During these visits, they posted screening notices, distributed information, and conducted one-on-one, brief interventions. They also set up a table at the recreation center, and the chaplain made announcements on the public address system to encourage workers to stop by for information. These efforts resulted in 171 workers educated.
- On May 18, 2010, provided screenings via the Brown Cancer Center mobile van to 27 women at Churchill Downs on the backside. The women also received clinical breast exams on-site and referrals to the LHD providers. The screening was scheduled in conjunction with a large annual health fair on the backside. A separate information table/exhibit was also displayed at the fair, which was attended by hundreds of workers.
- Provided brief questionnaires, which were completed by 36 participants, resulting in the referral of 12 additional women for screening.

Kentucky Cancer Program West

I. Grant Amount Awarded:

\$14,500.00

II. Amount Expended:

\$14,500.00

III. Areas Served:

Western Kentucky, primarily Louisville, Henderson, and surrounding counties

IV. Goals and Objectives:

- Use the high profile Office of the First Lady to collaborate with the horse racing industry to increase breast cancer awareness, education, and screening among fans and track employees and workers at nearby training centers and horse farms.
- Provide support for breast cancer survivors and mobilize them to promote and encourage age-eligible women to be screened.
- Increase awareness of breast cancer and the importance of screening among approximately 12,000 race fans at Churchill Downs and Ellis Park.
- Educate 150 permanent and seasonal track/horse industry workers and families.
- Provide opportunities for screening to 25 women at Ellis Park and 50 women at Churchill Downs, working with LHDs to offer diagnostic evaluation and treatment as needed.
- Continue to gather information about track/industry workers who need breast cancer education and screening.
- Provide an opportunity for breast cancer survivors to support newly diagnosed women and to encourage age-eligible women to be screened.

V. Progress Report:

- Worked with Ellis Park to host a Pink Race Day on August 15, 2009 for about 3,500 race fans, and with Churchill Downs to host a Race Day on November 15, 2009 for about 6,600 race fans. Race fans received information about breast cancer in their racing programs, heard several announcements about breast cancer screening, had the opportunity to visit a special educational display in a pink tent for one-on-one intervention about breast health and cancer screening, and saw a race dedicated to breast cancer (jockeys wore pink arm bands, horses had pink saddle cloths, and a special cooler/horse blanket was awarded). A trophy was awarded by Kentucky First Lady Jane Beshear, and breast cancer survivors were recognized in the Winner's Circle. In addition, approximately 120 breast cancer survivors and guests at Ellis Park and 752 at Churchill Downs received special gifts and refreshments, heard a presentation from Jane Beshear and KCP staff about the importance of breast cancer screening, and had the opportunity for pictures with the First Lady in the Winner's Circle.
- Conducted outreach efforts at both tracks. KCP provided one-on-one and group education to 89 workers on the backside and others employed throughout the tracks. Lay health workers, including bilingual promoters and KCP cancer control specialists, worked with the chaplain and activities director at Ellis Park and Churchill Downs to walk the backside and barn areas seeking women to educate.
- Worked with administrative staff at Ellis Park in organizing a group educational program to engage the workers on the front-side and to provide resources for screening on the van and with local providers.
- Worked with the Brown Cancer Center and the Henderson County Health Department for the mobile mammography van to travel to Henderson for an on-site screening day at Ellis Park on July 23, 2009.
- Scheduled the mammography van for Churchill Downs in Louisville in conjunction with the annual fall health fair conducted on the backside. This fair was very well attended and provided an excellent opportunity for additional outreach and education. A total of 39 women were screened at Ellis Park and Churchill Downs. In addition to

the breast clinical exams, these women received packets of information about breast cancer, screening guidelines, community resources, and a small gift.

Norton Cancer Institute

I. Grant Amount Awarded:

\$19,760.00

II. Amount Expended:

\$19,760.00

III. Areas Served:

Jefferson County

IV. Goals and Objectives:

- Expand the Pink Ribbon Prevention Project funded in 2008 to provide mammography and clinical breast exams for 150 medically-underserved women; hire a part-time, multi-lingual, lay health navigator to assist in reaching out to the growing Hispanic/Latino community; and a part-time research assistant to assist with implementation and analysis of a survey to assess satisfaction with nurse navigator intervention.
- Utilize the nurse navigator to provide follow-up for patients in need of diagnostic and treatment services.
- Utilize the mobile health unit to provide digital mammography and clinical breast exams in community settings.
- Inform, empower, and reduce barriers to prevention services, providing follow-up, and making strong connections with communities in need of services.
- Reduce barriers to breast cancer screening (clinical breast exam and mammography) and ensure appropriate follow-up to medically-underserved women in Jefferson County.

V. Progress Report:

- Screened 305 women for breast cancer, providing both clinical breast exams and mammography. We exceeded the project target of 272 breast cancer screenings. Additionally, our lay health navigators provided education and outreach to 573 individuals. Of these, 42% of the women were African-American, 44% Caucasian, and 14% of the women were Hispanic/Latina. Also, 46% of the women were between the ages of 40-49, 38% age 50-59, and 15.2% were 60 years old or greater. Thirty-one percent of the women screened were never or rarely screened for breast cancer. In addition, 88% of the women resided in Jefferson County, while 11% resided in other counties within Kentucky.
- Contacted the 10% of women who had an abnormal screening result out of the 305 total women screened. The nurse navigator provided individualized intervention to patients screened with an abnormal result. She assisted women in an effort to help them make informed decisions about their care, serving as an educator and advocate, to help guide them through the health care system. Of those contacted, 90% adhered to our counseling to seek advanced diagnostics.
- Evaluated health outcomes and patient satisfaction of women who completed screenings and those that require additional diagnostic testing.

- Received approval for a research study from UL IRB and are actively enrolling patients. We anticipate the study will complete enrollment in 9 months. The goals are to enroll women, who utilize mobile mammography services, to learn more about this population. Consent to administer the utilization survey will be obtained from the patients who receive screening services. The utilization survey, including a patient satisfaction survey, will be conducted at community mobile sites throughout Jefferson County.
- Conduct an assessment to identify the impact of nurse navigation on patient decision making and satisfaction. Identify answers to the following questions:
 - 1) What are the primary reasons for choosing a breast screening from a mobile unit?
 - 2) How satisfied are patients after screening on a mobile unit with the intervention of a lay health navigator?
 - 3) How satisfied are patients after diagnostic follow-up with the services of a nurse navigator?
- Of 367 screened through the Finding Connections Project, received agreement from 215 to participate in our research study. The mean age of those participating was 53.9 years.
 - 119 (55.3%) had no insurance;
 - 88 (41%) reported that they are unable to get cancer screening services due to cost;
 - 69 (32%) reported they did not have a primary care physician; and
 - 68 (32%) seldom or never screened.

From this study, the three primary barriers to regular screening include cost, convenience/location, and connection with a primary care physician. Those choosing the use of a mobile screening center did so primarily because of the cost (46%) and convenience (25%) of the process. A smaller group (6%) chose the mobile unit for screening because it did not require a referral from a primary care physician.

Of those never or rarely screened (68), 36 (52%) chose the mobile unit at this time because it was free or low cost, 9 (13%) chose the mobile unit because it was convenient, and 4 (6%) chose the mobile unit because it did not require a prior referral from a doctor.

Participants were well satisfied with cancer services provided in a mobile health unit. When asked the question “In an overall, general senses, how satisfied are you with the service you have received?” respondents had an average score of 3.9. Of the 18 questions on the satisfaction survey, 15 of the questions received an average response of 3.7 or higher on a scale of 1 – 4 (where 1 = totally dissatisfied and 4 = completely satisfied). Two other questions received an average response of 3.5. The only question receiving an average response below 3 (2.9) was to the question “Are there other services you need but have not received?” This indicates that other convenient low cost services are needed for the community in order to address fully health care disparities. The question with the second lowest average score of 3 was “In general, how satisfied are you with the comfort and attractiveness of our facility?” One patient rated us as a 1, which is an outlier, if exclude this question would have an average score of 4.

As of June 30, 2010, 11 abnormal satisfaction surveys were completed, as only ~ 18 percent of the participants have an abnormal results, and the study protocol is to wait 3 months after screenings to ask questions about satisfaction with services received after their screening result. When asked the question “In an overall, general senses, how satisfied are you with the service you have received?” the overall satisfaction average was 3.7.

Trover Health Systems

I. Grant Amount Awarded:

\$12,150.82

II. Amount Expended:

\$12,150.82

III. Areas Served:

Muhlenberg, Hopkins, and Webster Counties

IV. Goals and Objectives:

- Increase breast cancer awareness and the availability of early detection breast cancer screenings for underserved women in Muhlenberg, Hopkins, and Webster Counties through Think Pink! A Breast Health Program. Provide evening educational programs in which a physician will address risk factors, signs, and symptoms of breast cancer as well as teach participants how to perform a monthly self-breast exam.
- Offer a total of 70 free clinical breast exams and mammograms through the THS Center for Women’s Health, thus increasing opportunities for early detection of breast cancer.
- Earmark funds for travel vouchers and further diagnostic screenings as needed.
- Provide educational materials, pamphlets, and mini-breast models to all program participants.

V. Progress Report:

- Hosted educational programs through the Mahr Cancer Center to increase breast cancer awareness among the underserved women in the three target counties. The events were free of charge and provided a light meal. At each of the programs, Dr. Darren Chapman, General and Oncology Surgeon with THS, addressed the women on breast cancer signs, symptoms, and risk factors as well as instructing them on how to correctly perform a self-breast exam. Each participant received educational material to take home as well as the opportunity to schedule a free screening mammogram and clinical breast exam at the THS Center for Women’s Health. Other health care/cancer-related organizations were on hand to distribute educational material. There were a total of 138 participants.
- As of July 31, 2010, five women had received clinical breast exams and mammograms at THS. No diagnostic services were required, and no cancers had been detected. Because the attendance of the programs was lower than expected and no funds were requested for travel assistance, additional certificates are available for underinsured/uninsured women that need breast cancer services in the future. Screenings were made possible with funding from the BCTF.

Ashland-Boyd County Health Department

I. Grant Amount Awarded:

\$13,500.00

II. Amount Expended:

\$13,043.00

III. Areas Served:

Ashland-Boyd County

IV. Goals and Objectives:

- In partnership with the DWH of the DPH, provide breast health education and awareness, screening, and treatment services for medically-underserved and disparate populations in the Eastern Kentucky Appalachian Highlands.
- Utilize the Gentle Touch program to elicit important information about the current state of breast health in the Boyd County region; increase awareness in the African-American, Hispanic, and rural Caucasian community of the need for breast self exams, clinical breast exams, and mammograms; increase the number and diversity of women receiving breast health information, clinical breast exam, and mammography; and make breast health services and treatment opportunities more easily accessible.

Little Sandy District Health Department

I. Grant Amount Awarded:

\$16,850.00

II. Amount Expended:

\$16,850.00

III. Areas Served:

Carter and Elliot Counties

IV. Goals and Objectives:

- Utilize Caring through the Ages program to enhance efforts to reduce breast cancer incidence and mortality in Carter and Elliott Counties. The project will offer educational events and will address risk factors, signs, and symptoms of breast cancer, as well as teach participants how to perform a monthly self-breast exam using the MammaCare method of teaching. Caring through the Ages targets Appalachian women of all ages including the underserved and rarely-screened women of the community. By focusing on young women, a dual purpose will be served; young women will learn the importance of proper self-breast exam early in life, and at the same time, they will be reaching out to other women who are medically-underserved.
- Raise breast cancer awareness through early detection by targeting community events in these counties.

Pike County Health Department

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended:

\$7,383.00

III. Areas Served:

Pike County

IV. Goals and Objectives:

- Provide educational materials/incentives to correspond with the KWCSF guidelines.
- Help eligible breast cancer patients with the cost of the Tamoxifen medication treatment needed after radiation/chemotherapy when they are no longer Medicaid eligible through the KY Women's Breast and Cervical Cancer Screening Program. Together, we can make a difference in saving women's lives.

FY 2011 Grantees

Fourteen Kentucky agencies promoting breast cancer research, awareness, screening and access to services were recipients of the BCTF Grants for the Fiscal Year 2011. These awards recognize programs that best demonstrate sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2011:

Kentucky Commission on Women

I. Grant Amount Awarded:

\$18,180.00

II. Amount Expended to Date:

\$18,180.00

III. Areas Served:

Areas with high numbers of rarely or never screened women.

IV. Goals and Objectives:

The Women's Health Information Guides (WHIG), easy to understand, touch activated, and bilingual, would be strategically placed in to communities where early detection and awareness messages often go unheard or undirected. Users will be pleasantly "greeted" by a diverse group of women who introduce themselves speaking in familiar regional dialects essentially sharing their own "health story" and the steps they took to address their own need. The WHIG covers a range of topics including breast health. Each WHIG, complete with audio capability will provide healthcare definitions, preventive measures, a list of questions for users to ask a healthcare provider, and be

equipped with telephones that are programmed to connect the user with immediate healthcare assistance if they desire. It is undetermined how many women will be served by this kiosk, but with data obtained after placement, the number of “hits” relating to breast cancer can be determined. Additional kiosk can be relocated to communities that are in greater need of breast cancer awareness. Reports will be able to be derived from the kiosk, including number of visits and a breakdown of what issues women are researching. Users will be prompted to answer several questions at the end of the portal designed to assist us in determining if they (1) learned new information, (2) are likely to follow up with a healthcare provider, and (3) likely to return to the kiosk for additional information. The Kentucky Commission on Women will collaborate with the Kentucky women’s Health Registry in the future to determine and report if screenings are on the rise in areas where the kiosk is located.

V. Progress Report:

There was a delay in receiving the kiosk because St. Andrew Development (Kiosk developer) recently upgraded kiosks. The kiosk is scheduled to be delivered to the office on Thursday, July 6, 2011. Proceeding of placement will be upon receipt of kiosk.

Kentucky Cancer Program East

I. Grant Amount Awarded:

\$14,073.00

II. Amount Expended to Date:

\$8463.48

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

The Kentucky Cancer Program (KCP) proposes a continuation and expansion of the Horses and Hope, and initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under/uninsured and medically underserved.

Working with the Kentucky’s First Lady, the racing industry and others, KCP will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, exhibits and distribution of educational materials. Outreach, education and screening will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education, and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

V. Progress Report:

Turfway racetrack hosted a Pink Race Day on September 24, 2010 for 2,500 race fans. People in attendance received information about breast cancer in their programs had the opportunity to visit an educational display for one-on-one information about breast cancer screening, heard previous First Lady Judy Patton talk about the importance of being screened for breast cancer, and saw a race dedicated to breast cancer.

2. Education and Outreach

A. One-on-one education about breast cancer screening and community screening resources was provided by trained Hispanic outreach workers to 200 employees on the backside of the track and at surrounding horse farms.

B. A targeted mailing was sent to 480 surrounding horse farms and their managers to educate employees about the importance of breast cancer screening and encourage employees to participate in a breast cancer screening day and health fair at Keeneland Race Track on October 25, 2010.

C. A health fair was held for approximately 151 employees and their families at Keeneland Race Track on October 25, 2010 to provide education about breast cancer and the importance of regular screenings. In addition, information was provided about local screening resources, including Fayette County Health Department services.

A mobile mammography van was set up for an on-site screening day on October 25, 2010 at Keeneland. Thirty-four women were recruited and scheduled for clinical breast exams and mammograms. All women received clinical breast exams, but only 13 women were able to be screened due to problems with the screening equipment on the mammography van. Efforts were made to reschedule women through Central Baptist, Lexington Fayette County Health Department, and other special onsite screening days at Lexington Fayette County Health Department/ UK and Churchill Downs. Although transportation and cost were not barriers, only two additional women were screened due to issues with women relocating to other tracks and an inability to get time off from work.

Surveys were completed by 134 attendees at the health fair and 10 women who received mammography screening to obtain information about breast cancer screening needs. All women who were screened received packets of information about breast cancer and screening, community resources, and incentives with screening messages.

Kentucky Cancer Program West

I. Grant Amount Awarded:

\$14,073.00

II. Amount Expended to Date:

\$8463.48

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

The Kentucky Cancer Program (KCP) proposes a continuation and expansion of the Horses and Hope, and initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under/uninsured and medically underserved. Working with the Kentucky's First Lady, the racing industry and others, KCP will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, exhibits and distribution of educational materials. Outreach, education and screening will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education, and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

V. Progress Report:

Breast Cancer Race Days:

Ellis Park hosted a Pink Race Day on 8/14/10 for about 3,331 race fans and Churchill Downs hosted a Race Day on November 21 for about 6,670. Race fans in attendance received information about breast cancer screening in their racing program, heard several announcements, viewed messages on the tote board, had the opportunity to visit a special display in a pink tent and at the main admission area, and received educational materials and brief interventions about breast health and screening. Those in attendance also saw a race dedicated to Horses and Hope (jockeys wore pink arm bands, horses had pink saddle cloths and a special cooler/horse blanket was presented to the winning owners).

Outreach, Education and Screening: Outreach, education and screening/referral was conducted at both tracks on the front and back side and at the training center in Louisville. Lay health workers, including bilingual promoters and KCP cancer control specialists worked with the chaplain at Ellis Park and the activities director at Churchill Downs to walk the backside and barn areas seeking women to educate. At Churchill Downs and the nearby training center activities were organized at the track kitchens on the backside.

KCP organized two opportunities with administration at Ellis Park and one with Churchill Downs to reach front side workers in conjunction with orientation days/programs. Staff set up a display with materials about the Horses and Hope and resources, conducted brief interventions and referred women for mammograms. At Ellis Park eligible women were offered an incentive if they were screened through the health department or a local provider. KCP staff counseled these women, navigated them to screening resources and followed them for the next 5 months. At Churchill Downs in Louisville, arrangements were made with the Brown Cancer Center for a mobile van screening on November 1, 2010 in conjunction with the annual fall health fair conducted on the backside. This fair is very well attended and provides an excellent opportunity for additional outreach and education. First Lady Jane Beshear visited the screening and health fair as well as the President of Churchill Downs. Another mobile screening was conducted on November 22, 2010 on the front side. In addition to breast clinical exams,

these women received packets of information about breast cancer screening, community resources and a small incentive.

Magoffin County Health Department

I. Grant Amount Awarded:

\$19,135.00

II. Amount Expended to Date:

\$19,135.00

III. Areas Served:

Magoffin County

IV. Goals and Objectives:

Due to the lack of education and resources in Magoffin County, most women do not perform breast self-exams and/or receive mammograms. Magoffin County's Education and Awareness Saves Lives Program includes the following: outreach and awareness of breast self-exam including instruction of self-exam by using MammaCare technique; outreach and awareness of early detection including conducting screening; and facilitation of screening follow-up. Breast cancer health education will focus on women age forty and over by increasing awareness of the need for breast self-exam, and therefore, empowering women to do BSE per MammaCare method. Outreach and awareness will include the importance of mammogram screenings and follow-up through personal contact and services. Through this grant there will be an increase in mammogram screenings and BSE. This will increase early breast cancer detection and decrease the number of late state diagnoses.

V. Progress Report:

The outreach worker scheduled *MammaCare* presentations. The Health Educator, Outreach Worker and RN attended the Women's Health Coalition meetings in January and February. In January an article about the cancer program was placed in the local newspaper, the Salyersville Independent. The Health Educator and RN attended the Women's Health Coalition meetings in April, May, and June. The Health Educator, RN and Outreach Worker discussed methods that would be effective in supporting the Magoffin County Cancer Support Group with the members of the Women's Health Coalition during these meetings. February 10, 2011 a *MammaCare* presentation was given at North Magoffin Elementary to one parent. On February 18, 2011 a *MammaCare* presentation was given at the County Clerks Office with three women in attendance. In February, flyers were placed in shopping bags at our local grocery store and announcements were made on our local TV station, Your News Today, and our local radio station, WRLV, for three *MammaCare* presentations that were offered to the public. Unfortunately even with all media outlets being utilized no one attended these presentations. In March a presentation was given at the Herald Whitaker Middle School to 25 employees. Also, in March, a presentation was given at the Magoffin County High

School, where 2 staff members attended. In March, the Women's Health Coalition and The Magoffin County Health Department hosted a "Tea" for local cancer survivors to stimulate growth in the Cancer Support Group. Many women attended and several did show interest in becoming a part of the cancer support group. The "Tea" was advertised in the Salyersville Independent, our local radio station, WRLV, and our local TV station, Your News Today. In May, three presentations were given. On May 12th a presentation was given to the Women's Group of the Licking River Baptist Church, where 3 women attended. Also, on May 12th, a presentation was given at the Magoffin County Adult Learning Center, 10 people attended. On May 25th, a presentation was given at the UK extension office at their annual Pink Ribbon Luncheon, where sixty women were in attendance. In May, we held a Women's Health Day at the Magoffin County Health Department, where six women attended. More than half of these women had not received a mammogram in the past 2 years. In May, the Women's Health Day was advertised on our local radio station, WRLV, The Salyersville Independent, and our local TV station, Your News Today. January through July twelve \$20 gas cards were given to women who had not received a mammogram in the past 2 years.

Brenda Cowan Coalition for Kentucky

I. Grant Amount Awarded:

\$19,882.00

II. Amount Expended to Date:

\$19,710.98

III. Areas Served:

Fayette County

IV. Goals and Objectives:

The Hermana a Hermana program targets Hispanic women who have difficulty obtaining health screening because of a lack of health insurance or other financial resources. The program will provide increased awareness of breast and cervical cancer risks and the availability of screening and support services through health fairs. Through outreach education the program will increase the number of women who receive annual cervical and breast cancer screening. The Hermana a Hermana program will increase the availability of these health services to low-income uninsured Hispanic women; as a result, participants in this program will receive enhanced health care services designed to find cancer early to make treatment and or a cure a possibility.

V. Progress Reports:

Community outreach was done door to door as well as churches, community centers, radio, television, community parks, health fairs and businesses throughout the Hispanic communities in Fayette. Education and services were further expanded to the black community as well as low income families. Educational material distributed included

over 2275 pamphlets, brochures, presentations, gifts and referrals. Total screening appointments totaled 35.

Kentucky Pink Link

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$20,000.00

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

Kentucky Pink Link is a nonprofit organization dedicated to providing support to Kentucky women through breast cancer education and patient navigation services. The staff and volunteers of Kentucky Pink Link help breast cancer patients help themselves by guiding them to local resources and financial support; arranging mammogram screenings; providing wigs and medical supplies; negotiating with insurance companies; assisting with transportation and childcare issues during treatments; connecting them to support groups; informing them of clinical trials; and addressing any unique personal roadblocks they have to treatment. Services are free and available to all Kentucky women with a special emphasis on the uninsured, underinsured, and ethnic populations. For more information, please call toll free (877) 597-4655 or visit the weblink at www.kypinklink.com

V. Progress Report:

During the months of January thru June 2011, KPL distributed 850 brochures within the 62 counties in the Western area of the state. A mass mailing of 250 KPL LUMP magnets was distributed to healthcare providers throughout the Western Counties. This special magnet promoting the Kentucky Women's Cancer Screening Program. Each packet contained KPL brochures, Kentucky Women's Cancer Screening Program brochures, LUMP magnets, and a patient referral form along with a letter urging office managers to please refer patients without healthcare coverage to a local health department. This program has been very Well received by the healthcare providers. Many have called to request additional brochures and information. (Enclosed samples) The KPL Project Director visited several hospital cancer centers and free clinics throughout the Western area of the state. KPL received request from __40__ women in __22__ of the Western Counties. These request included assistance with screening, supplies and support/services during a breast cancer diagnosis. (Detailed report attached) KPL participated in the June 8-9th KBCC-KPC-DPH Coalition Conference. Two Kentucky Pink Link educational sessions were conducted at the Conference. Over 125 attendees from state health departments and coalitions received informative tools and brochures about the KPL.

Kentucky Breast Cancer Coalition

I. Grant Amount Awarded:

\$6,010.00

II. Amount Expended to Date:

\$6010.00

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

The Kentucky Breast Cancer Coalition will hold a conference in early fall 2010 for representatives of organizations and groups that serve medically underserved women. Participants will develop strategies to increase knowledge of and access to the Kentucky Women's Cancer Screening Program (KWCSF) and other breast cancer resources among women and health care providers, especially those in medically underserved areas of central and eastern Kentucky. Many of Kentucky's rarely or never-screened women face lack of screening facilities, transportation problems, lack of health insurance, and other barriers. The conference will: (1) give an overview of national, state and local breast cancer resources available to patients, their families, and survivors; (2) clarify the enrollment guidelines of the KWCSF; and (3) provide a forum to share ideas about how to raise awareness of breast cancer screening and KWCSF services (including treatments dollars for eligible women) and other resources among women and health care providers.

Monroe County Health Department

I. Grant Amount Awarded:

\$16,925.00

II. Amount Expended to Date:

\$16,925.00

III. Areas Served:

Monroe County

IV. Goals and Objectives:

The goal of this program is to provide free mammograms to women in Monroe County ages 40 years and older who have not received and mammogram in the past year. In doing this, the mortality rates from breast cancer will decrease by detecting the cancer in earlier stages and a more treatable form. Per the Centers for Disease Control, mammography is the best available method to detect breast cancer in its earliest, most treatable form. Studies have shown that early detection can save lives. The CDC also states that mammography tests are not used adequately by women who have no insurance or source of health care, women without health insurance, and women who immigrated to

the United States within the past 10 years. The number of people expected to be served is 175.

V. Progress Report:

In May 2011 Women's health day was held. Also billboard educating about Women's health day. There were 70 mammograms performed as well as follow-up and treatment of 11 abnormal mammograms. This fiscal year 37 underinsured women received screening mammograms through this grant.

The previous fiscal year 27 underinsured women received screening mammograms through our health department. Monroe was able to screen 10 additional women this fiscal year due to this funding. Clinical breast exams were also done with education being given on self-breast examination at each visit during family planning and cancer screening visits.

Ashland Hospital Corporation

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$19,962.20

III. Areas Served:

Boyd, Carter, Elliott, Greenup, Lewis, Magoffin, Martin and Wolfe

IV. Goals and Objectives:

King's Daughters Medical Center (KDMC) will continue the currently established project "One Voice: Against Breast Cancer" in the target counties to heighten breast cancer awareness for women of all ages. The project uses both mobile and community-based approaches. The Once Voice coordinator plans education sessions with area agencies, businesses, churches and schools to bring the breast cancer message to ladies in the region. (Boyd, Carter, Greenup, Elliott, Lewis, Magoffin and Martin counties) As part of the outreach, the coordinator promotes the Susan G. Komen grant program for Pink Ladies Days, which are mobile mammography visits in the designated counties. Each visit includes education on the risk factors for breast cancer and how to perform breast self-exam using models as teaching tools. A special focus of the education portion is directed to women age 40 and older to inform them of the need for screening mammography. In addition, screening mammography services are provided and women that are uninsured or underinsured are offered a free mammogram through the Komen funds.

V. Progress Report:

Mobile mammography has visited seven of the target counties and screened 605 patients from January 1 – June 30, 2011.

Thirty-six (36) women were referred and served by Susan G. Komen grant funds providing free mammograms and diagnostic services.

- Boyd – 4 visits with 32 patients screened
- Carter – 26 visits with 368 patients screened
- Elliott – 1 visit with 8 patients screened
- Floyd – 1 visit with 10 patients screened
- Greenup – 7 visits with 37 patients screened
- Lewis - 6 visits with 42 patients screened
- Martin – 13 visits with 101 patients screened
- Wolfe – 1 visit with 7 patients screened

Breast cancer education has been provided to a total of 584 women in five counties. Education sessions have been held at county fairs, churches, schools, grocery stores, golf courses, banks, parks and malls.

- Boyd – 185 women served
- Carter – 132 women served
- Greenup – 124 women served
- Martin – 101 women served
- Lewis – 42 women served

Fifty-eight volunteers have been trained to teach breast education. An online breast education module has been developed and implemented on KDMC University, King's Daughters online training center for team members.

Purchase District Health Department

I. Grant Amount Awarded:

\$16,125.00

II. Amount Expended to Date:

\$16,125.00

III. Areas Served:

Ballard, Calloway, Carlisle, Fulton, Hickman and McCracken

IV. Goals and Objectives:

The Purchase Outreach and Screening Partnership project will provide breast cancer educational awareness targeted to women aged 40-64 who have never received a screening mammogram or have rarely (within 5 years) received a screening mammogram. A media campaign will be developed focusing on (1) prevalence of breast cancer in our area; (2) the signs, symptoms, and risk factors of breast cancer; and (3) the available resources for early detection. In addition, financial incentives will be provided

to eligible women who submit proof of a completed mammogram to their local health department. The mission of this project is to provide awareness that free or low-cost options do exist in our area for screening of breast cancer and that early detection is the best course of action for avoiding or surviving this deadly disease.

V. Progress Report:

The Director Nursing, Public Health Director, and Finance Administrator met with the media consultant to begin the planning for the media campaign portion of the project. The media consultant has developed a television commercial that will begin airing in the month of January. The Finance Administrator has completed a tracking tool to be used for tracking the patients who are participants of the project. The plan is to begin in mid-January with all 7 county health centers implementing the tool for their eligible patients. The Finance Administrator and Director of Nursing developed a one-page handout to promote the goals of the project. This handout is currently at our printing vendor and should be completely processed in mid-January. The plan is to distribute this on-page handout to all the community agencies listed in the Implementation Plan via a mass mailing with a cover letter and through direct delivery by our Health Educators and Breast and Cervical Cancer Coalition Members. In addition, each local health center will distribute the handouts.

American Cancer Society

I. Grant Amount Awarded:

\$13,082.00

II. Amount Expended to Date:

\$13,082.00

III. Areas Served:

Statewide

IV. Goals and Objectives:

Access to the best cancer care is consistently correlated with higher breast cancer survival rates. The American Cancer Society wants to ensure that poverty and geography prevent no one from accessing the care and support services they need to fight and survive their cancer. Due to Kentucky's large geographic area and the location of cancer treatment facilities, travel is required for many cancer patients. The Lexington Hope Lodge is a 32 bedroom facility that offers cancer patients and their families a free, temporary place to stay while undergoing cancer treatment. The cancer patients who stay at Hope Lodge come from all over the state, including the counties of eastern Kentucky where poverty rates are high and 29-46% of the residents are underserved. With this grant, it will allow up keeping on the Hope Lodge to continue the great works available here.

V. Progress Report:

Breast Cancer was the second most prevalent cancer site for patients that stayed at the Hope Lodge in 2011, a total of 965 nights of free lodging were provided to 55 women seeking treatment for breast cancer in Lexington. That equates to a total of \$115,800 saved in lodging expenses alone for breast cancer patients in 2011. In addition to the free lodging, 12 breast cancer patients were given 262 trips to treatment provided by the Hope Lodge Shuttle in 2011. In the Lexington area, 191 women participated in Look Good Feel Better; 73 women received a visit from a Reach to Recovery support volunteer; and 63 packets of information were given to breast cancer patients.

Northern Kentucky Health Department

I. Grant Amount Awarded:

\$16,548.00

II. Amount Expended to Date:

\$16,548.00

III. Areas Served:

Boone, Campbell, Grant, Kenton

IV. Goals and Objectives:

The Northern Kentucky Health Department offers breast and cervical cancer screening services to uninsured, underinsured and Medicaid women in Boone, Campbell, Grant and Kenton counties, in collaboration with the Kentucky Women's Cancer Screening Program. The Health Department screened 511 women over the age of forty for mammograms in 2009, below the percentage of qualified women eligible for screening. The goal of the Prevention Pays Cancer Screening Awareness Campaign is to increase the number of women over the age of forty screened by 35-40 percent who access preventative care in Northern Kentucky. This campaign will utilize an approach consisting of a culturally competent mass media campaign and community outreach efforts communicating the importance of early detection and breast cancer screenings.

Mercer County Health Department

I. Grant Amount Awarded:

\$8,435.00

II. Amount Expended to Date:

\$8,435.00

III. Areas Served:

Mercer County

IV. Goals and Objectives:

Funding will be used to continue and build on the existing “Prevention Pays” gift card program launched in June 2007 with the purpose to serve the medically underserved population. The Prevention Pays program targets never or rarely screened women, age 40-64 (or with a family history of breast cancer), with no insurance and a household income less than 250% of poverty level guidelines.

Eligible women screened at the health department receive a \$20 Wal-Mart gift card after they have their mammogram and/or PAP test. The gift card is mailed with a Prevention Pays coupon for the patient to share. The person receives a gift card after the eligible woman referred is screened and has a mammogram and/or PAP, and the new patient also receives a gift card with the same “Refer a Friend” incentive.

V. Progress Report:

Purchased and received 5 MammaCare Combination Teaching Models to provide each clinic nurse with to demonstrate proper BSE technique and allow patients to practice technique w/ nurses’ assistance. One Spanish version of the MammaCare Learning system was purchased and provided to interpreter to use w/ Hispanic population.

Purchased and received “What and I Suppose to Feel?” brochures (1,000) published by MammaCare for nurses to provide to women receiving CBE and learning BSE technique using MammaCare model. Purchased and received Barrier-Free Power Examination Table, placed in clinic exam room. The Barrier-Free Power Exam Table enables patients with mobility challenges (including obesity) to access exam table more efficiently and independently, without embarrassment. Picture w/ caption in local weekly paper, The Harrodsburg Herald, re: new Barrier-Free Power Examination Table purchased through BCR&ETF grant \$.

Women’s Health Fair & Screening Event

of Participants: 78

of Never or Rarely Screened: 20

KWCSF eligible: 12

All 78 participants received informational materials re: KWCSF and the financial incentive programs, “Prevention Pays” & Refer a Friend

Purchased and received twenty (20) 9-pocket plastic display racks (wall mountable or counter-top) to distribute to community partners and health care providers. Display racks contain informational brochures for KWCSF, Prevention Pays gift card program, Early Detection is Best Protection, and breast cancer prevention other women’s health topics. Total of forty-nine (49) \$25 WalMart gift cards redeemed by eligible women through the Prevention Pay\$ program, 10 of the 49 cards went to “Friend Referrals” – women referring eligible women completing screening CBE and mammogram. Each gift card mailed out included brief explanation of BCR&ETF grant funding of screening initiative. Prevention Pay\$ coupons include tag line crediting Breast Cancer Research and Education Trust Fund grant.

Lincoln County Health Department

I. Grant Amount Awarded:

\$2,000.00

II. Amount Expended to Date:

\$2,000.00

III. Areas Served:

Lincoln County

IV. Goals and Objectives:

The geographic area covered will be Lincoln County, a rural community in Central Kentucky. The goals and objectives will include; increasing prevention awareness, increasing screening rates through the use of broad range mass media such as, newspaper, radio, billboard, and grocery cart end cap educational campaigns, treatment transportation assistance, as well as implementing a “prevention pays” incentive based screening program. This serves to educate the public of screening services offered through the health department in order to increase the reach of the never and rarely screened population that may not be aware of the Kentucky Women’s Cancer Screening Program (KWCSPP). This project serves to reach up to 5,000 – 10,000 people given the audience of media that will be used.

V. Progress Report:

Lincoln County conducted a comprehensive media campaign in the local newspaper and on the local radio station, as well as completed billboard media focusing on the Prevention Pays program. They ran a paid ad in the local Newspaper in May. The circulation of the local newspaper is 3,917. The radio ads aired in May as well and the listening audience for the local WPBK FM radio station reaches over 20,000 people with coverage throughout the entire county. Billboards were placed in two locations in the county, in Stanford, the city seat, and on the outer edge of Boyle & Lincoln County, where there is heavy traffic flow. These were up in May-June. Lincoln County was also able to purchase more gift cards for the Prevention Pays program. The hope is that via word of mouth, this program will reach great heights. They also placed flyers on all doors of the local housing authority units, promoting the Prevention Pays program.

FY 2012 Grantees

Fourteen Kentucky agencies promoting breast cancer awareness, screening and access to services were recipients of the Kentucky BCTF Grants for the Fiscal Year 2012. These awards recognized programs that best demonstrated sustainable and effective efforts to reduce the breast cancer mortality rate in Kentucky.

The following agencies received grant awards for FY2012:

KCP East

I. Grant Amount Awarded:

\$18,745

II. Amount Expended to Date:

\$17,509.46

III. Areas Served:

Central and Eastern Kentucky

IV. Goals and Objectives:

The Kentucky Cancer Program (KCP) proposes a continuation and expansion of Horses and Hope, an initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under-uninsured and medically underserved. Working with Kentucky's First Lady, the racing industry and others, KCP will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, exhibits and distribution of educational materials. Outreach, Education and Screening will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

V. Progress Reports:

A Breast Cancer Race Day was held at Turfway Thoroughbred Race Track on September 23, 2011 to provide breast cancer awareness and education through an exhibit, distribution of educational materials, information and screening messages in race

programs, special announcements and events (race designated for Horses and Hope, speakers) for about 1,500 race fans. Education and outreach, focused on increasing awareness about the importance of breast cancer and community resources for screening, was provided through brief one-on-one education, health fair, and targeted mailings. One-on-one education about breast cancer screening and community screening resources was provided by trained Hispanic outreach workers to 117 employees on the backside and at surrounding horse farms. A targeted mailing was sent to 502 surrounding horse farms and their managers to provide resources for educating their employees about the importance breast cancer screening and to ask their support in encouraging employees to participate in a breast cancer screening day and health fair at Keeneland Race Track on October 24, 2011. Thirty of the farms returned at survey with descriptive information regarding their workers. A health fair was held for approximately 77 employees and their families at Keeneland Race Track on October 24, 2011 to educate them about the importance of breast cancer and regular screenings. In addition, information was provided about local screening resources, including Fayette County Health Department services. A Breast Cancer Screening Day was held on October 24, 2011 at Keeneland. 28 women were scheduled for on-site clinical breast exams and mammograms. Surveys were completed by 52 attendees at the health fair and 28 women who were screened in order to obtain information about breast cancer screening needs.

KCP West

I. Grant Amount Awarded:

\$18,875

II. Amount Expended to Date:

\$18,875.00

III. Areas Served:

Western Kentucky: Primarily Louisville, Henderson and surrounding counties

IV. Goals and Objectives:

The Kentucky Cancer Program (KCP) proposes a continuation and expansion of Horses and Hope, an initiative to reduce breast cancer mortality. The project aims to increase breast cancer awareness, provide education and promote opportunities for early detection through screening mammography. The focus will be on race track fans and horse industry workers, placing special emphasis on the under-uninsured and medically underserved. Working with Kentucky's First Lady, the racing industry and others, KCP

will coordinate and implement programs at Kentucky race tracks, training centers and horse farms. Breast Cancer Race Days will offer an opportunity to reach race fans through awareness activities, exhibits and distribution of educational materials. Outreach, Education and Screening will utilize bilingual outreach educators to conduct awareness and recruitment activities, provide education and identify opportunities to promote screening. KCP will link women with screening resources such as mobile mammography and local health departments.

V. Progress Reports:

Breast Cancer Race Days were held at Ellis Park. Ellis Park hosted a Pink Race Day on August 13, 2011 for about 4,500 race fans and Churchill Downs hosted a Race Day on November 20, 2011 for about 5,663. At both tracks, race fans in attendance received information about breast cancer screening in their racing program, heard several announcements, had the opportunity to visit a special display in a pink tent near the paddock area, and received educational materials and brief interventions about breast health and screening. Those in attendance also saw a race dedicated to Horses and Hope (jockeys work pink arm bands, horses had pink saddle cloths). A trophy was presented by Mrs. Beshear and breast cancer survivors were recognized in the winner's circle. Special programs for survivors and guests were held at each track during Race Days. Approximately 100 survivors and guests at Ellis Park and 1,064 at Churchill Downs attended the events. They received information about the importance of screening from the First Lady and a motivational presentation by Miss Kentucky at Churchill Downs. Outreach, education and screening/referral were conducted at both tracks on the front and back side. Lay health workers, including bilingual promotoras, and KCP staff worked with the chaplain at Ellis Park and the activities director at Churchill Downs to walk the backside and barn areas seeking women to educate. KCP also worked with administration at both tracks to reach workers on the front side in conjunction with orientation days/programs. Staff set up a display with materials about the Horses and Hope program and resources, conducted brief interventions and referred women for mammograms. At Ellis Park eligible women were offered an incentive if they were screened through the health department or a local provider. KCP staff counseled these women, navigated them to screening resources as needed and followed up with them through December. At Churchill Downs in Louisville, arrangements were made with the Brown Cancer Center for a mobile mammography van screening on November 15 in conjunction with the annual fall health fair conducted on the backside. This fair is very well attended and provides an excellent opportunity for additional outreach and education. Another mobile screening was conducted on November 21 on the front side. In addition to breast clinical exams, these women received packets of information about breast cancer screening, community resources and a small incentive.

Todd County Health Department

I. Grant Amount Awarded:

\$12,701.00

II. Amount Expended to Date

\$12,701.00

III. Areas Served:

Todd County

IV. Goals and Objectives:

A free breast cancer screening day will be held at the health department, October 5, 2011. Information will be in the newspaper, on radio and billboard, and sent via mail. Two additional clinics will be held for Mennonite and Amish women, who are medically underserved and make up at least 1/4 of our population. These clinics will be in their schools or churches. Women who come to our clinics will be given a short survey and a toolkit including educational information, a shower card, calendar, bracelet, informational DVD, statistics, and links to websites. The Mennonite and Amish women will be given the option of paper materials with the same information. Women will be contacted every 3 months to conduct a follow up survey. A breast cancer screening day will be held again in October 2012 and we will track the number of women returning to have a clinical breast examination.

V. Progress Reports

The Todd County Health Department provided a Free Breast Cancer Screening Day called “Paint the Town Pink” on October 31st, 2011. A total of 43 women attended and completed a clinical breast examination. Of the 43 women, 25 were White, 12 were African American, 5 were Hispanics, and 1 was India. The patients over the age of 40 were scheduled for mammograms and any abnormal breast exams were referred for a surgical consultant. If patients kept their follow up appointments a \$15 fuel card was given as an incentive for completion. Each participant received a t-shirt along with a toolkit filled with a DVD, information, and goodies.

A pink survey was given to each participant to complete concerning how often they receive a clinical breast exam and how often they perform a self-breast exam after they were seen by our nurses. A breast model kit was available for women as a teaching aid in simulating easy to hard-to-find breast tumors. Pink postcards were created and sent to every household in Todd County to help advertise the event. A billboard along with radio announcements and newspaper.

Paint the Town Pink Women's Expo and Fashion show was held on April 14, 2012. Approximately 200 people from the community attended the event. Area hospitals along with other vendors offered a wide range of services including information on breast health, breast cancer screening exams, and other health screening were available. The Fashion Show was sponsored by Belk Department Store with over 30 participants who included children, public officials, and breast cancer survivors. The fashion show focused on breast cancer awareness with a testimony from a breast cancer survivor. All proceeds went to support mammograms for local uninsured women. A meal was provided along with a toolkit filled with information and goodies to everyone. Todd County Health Department provided clinical breast exams on request of the women in attendance; 2 women completed a clinical breast exam. On February 2nd and 9th, 2012, we were able to serve 3 women in two Mennonite Clinics. The three participants were given a toolkit on information about breast health, cervical cancer, and snacks were provided. The participants completed a clinical breast examination and were scheduled for mammograms.

Magoffin County Health Department

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$20,000.00

III. Areas Served:

Magoffin County

IV. Goal and Objectives:

Due to the lack of education and resources in Magoffin County, many women do not perform breast self-exams, receive timely mammograms or go for referrals/treatment. Magoffin County's Education and Awareness Saves Lives-Phase II project targets women over age 40 who have not had a mammogram in the past two years through outreach and incentives. MammaCare method of breast self-exams will be presented in our county's most remote area and to our growing Hispanic population, as well as at Magoffin County Health Department. Through outreach activities by phone, letter, educational presentations and activities at Health Care Provider offices, there will be an increased awareness of breast cancer and the need for early detection. A transportation voucher system will also allow those with transportation issues an opportunity to go for necessary referrals and treatment.

V. Progress Reports:

The Outreach Worker kept a tickler file and contacted MCHD female clients over age 40 regarding their mammogram status. A total of five \$20 gift cards have been awarded to women over age 40 who have not had a mammogram in the past two years. Breast cancer awareness/education information, along with information on MCHD's incentive program, has been provided monthly by local radio, TV and newspaper. Informational packets on breast cancer and our program information were distributed to our four local health care providers and MCHD staff. The Outreach Worker and Health Educator participated in activities with the Women's Health Coalition and Cancer Support Group. We were unsuccessful in getting a MammaCare presentation to a Hispanic group. Exit surveys to women age 40 and over were collected during June.

Norton Cancer Institute

I. Grant Amount Awarded:

\$19,979.00

II. Amount Expended to Date:

\$19,979.00

III. Areas Served:

Jefferson County

IV. Goals and Objectives:

In an effort to increase breast cancer screening in Jefferson County, Kentucky, the Norton Cancer Institute Prevention and Early Detection program aims to expand service provision through the Pink Ribbon Prevention Project. Funding will provide mammography and clinical breast exams for 245 medically underserved women; follow up services for 37 women with abnormal screening; and a part time intern to assist us with implementation and analysis of a survey to assess satisfaction with our nurse navigator intervention. Our nurse navigator will provide follow-up for patients in need of diagnostic and treatment services. We will utilize our mobile health unit to provide digital mammography and clinical breast exams in community settings. The goal is to inform, empower, and reduce barriers to prevention services, to provide follow up and to make strong connections with communities in need of services.

V. Progress Reports:

Norton performed 883 clinical breast exams and 897 mammograms during January to June 2012. Twenty-five (25) percent were never or rarely been screened for breast cancer (mammogram). 245 clinical breast exams and screening mammograms for

women that were uninsured were paid with BCERT funds. Also, during this period they have diagnosed 1 breast cancer. The Nurse Navigator provided follow-up and care coordination for patients with an abnormal screening result. 29 received diagnostic services through BCERT funding. An assessment was conducted of the impact of patient navigation on screening follow-up. Additionally, Norton developed a new screening and diagnostic screening survey to be mailed to patients screened through the program. A staff person was hired to assist with data entry.

The Foundation for Health

I. Grant Amount Awarded:

\$19,970.00

II. Amount Expended to Date:

\$19,970.00

III. Areas to be served:

Daviess, Hancock, McLean, Union, Webster and Henderson counties

IV. Goals and Objectives:

Kentucky Pink Link is a nonprofit organization dedicated to providing support to Kentucky women through breast cancer education and patient navigation services. The staff and volunteers of Kentucky Pink Link help breast cancer patients help themselves by guiding them to local resources and financial support; arranging mammogram screenings; providing wigs and medical supplies; negotiating with insurance companies; assisting with transportation and childcare issues during treatment; connecting them to support groups; informing them of clinical trials; and addressing any unique personal roadblocks they have to treatment. Services are free and available to all Kentucky women with a special emphasis on the uninsured, underinsured, and ethnic populations.

V. Progress Reports:

Mammograms for Life have provided 195 screening mammograms, 57 diagnostic mammograms and 25 ultrasounds for women in our area. 39 patients were referred to Methodist Hospital in Henderson for participation in their Komen grant, and 12 were referred to their local health department for participation in the Kentucky Women's Cancer Screening Program. A total of 295 women were served through Mammograms for Life during the past nine months, with three cases of breast cancer being detected. One on one and group education contacts were 180 and Health Fair and Pink Sunday contacts totaled 3,125 (materials only).

Kentucky Connection Program

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$20,000.00

III. Areas Served:

Ballard, Boone, Breckinridge, Bullitt, Calloway, Daviess, Fleming, Fulton, Graves, Grayson, Hardin, Hart, Henry, Jefferson, Livingston, Marion, Marshall, McCracken, Meade, Nelson, Owen, Rowan, Shelby, Simpson, Todd, Trigg, Washington counties

IV. Goals and Objectives:

Kentucky Pink Link is a nonprofit organization dedicated to providing support to Kentucky women through breast cancer education and patient navigation services. The staff and volunteers of Kentucky Pink Link help breast cancer patients help themselves by guiding them to local resources and financial support; arranging mammogram screenings; providing wigs and medical supplies; negotiating with insurance companies; assisting with transportation and childcare issues during treatment; connecting them to support groups; informing them of clinical trials; and addressing any unique personal roadblocks they have to treatment. Services are free and available to all Kentucky women with a special emphasis on the uninsured, underinsured, and ethnic populations.

V. Progress Reports:

Peggy Barnes, Program Director, has visited 27 counties and over 600 cities. Visits included the health departments, physicians and healthcare centers within the 27 counties. Over 1500 educational materials have been distributed within the 27 counties to women at various events. Peggy has presented at 5 KY Federation Women's Club meetings, participated in 4 health fair events, and distributed a mass mailing to 7 physicians in the Western Area of the State. The mass mailing package included 8 educational brochures and tools, including the L.U.M.P. magnet that promotes Kentucky Women's Cancer Screening Program that is available to uninsured women in the state of Kentucky. KPC has served 60 women with products and gas cards, 39 clients received mastectomy/lymphedema supplies, 4 with medication assistance, 9 women received mammograms. Many callers received support and referral sources. Over 80% of the women served by KPC were uninsured.

Ashland Hospital

I. Grant Amount Awarded:

\$20,000

II. Amount Expended to Date:

\$18,968.94

III. Areas Served:

Boyd, Carter, Elliott, Greenup, Lewis, Magoffin, Martin, Wolfe counties

IV. Goals and Objectives:

King's Daughter Medical Center's One Voice: Against Breast Cancer project will build a legion of volunteers to speak out against breast cancer and educate women about early detection, breast cancer risk and breast self-exam in eight eastern KY counties. Target counties include Boyd, Carter, Elliott, Greenup, Lewis, Magoffin, Martin and Wolfe.

V. Progress Reports:

Mobile mammography has visited five of the target counties and screened 492 patients from July 1 – December 31, 2011. Sandy Hook Family Care Center in Elliott County will begin quarterly visits in January 2012. 108 women were referred and served by Susan G. Komen grant funds providing free mammograms and diagnostic services.

- Boyd – 3 visits with 27 patients screened
- Carter – 24 visits with 241 patients screened
- Greenup – 8 visits with 56 patients screened
- Lewis – 9 visits with 88 patients screened
- Martin – 11 visits with 80 patients screened

Breast cancer education has been provided to a total of 1,560 women in six counties. Education sessions have been held at county fairs, churches, schools, grocery stores, golf courses, banks, parks and malls.

- Boyd – 877 women served
- Carter – 340 women served
- Elliott – 14 women served
- Greenup – 256 women served
- Martin – 80 women served
- Lewis – 88 women served

Fifty-eight volunteers have been trained to teach breast education. An online breast education module has been developed and implemented on KDMC University, King's Daughters online training center for team members.

Purchase District Local Health Department

I. Grant Amount Awarded:

\$19,981.00

II. Amount Expended to Date:

\$19,981.00

III. Areas Served:

Ballard, Carlisle, Fulton, Hickman, McCracken counties

IV. Goals and Objectives:

The Purchase Outreach and Screening Partnership project will provide breast cancer educational awareness targeted to women aged 40-64 who have never received a screening mammogram or have rarely (within 5 years) received a screening mammogram. A media campaign will be developed focusing on (1) prevalence of breast cancer in our area; (2) the signs, symptoms, and risk factors of breast cancer; and (3) the available resources for early detection. In addition, financial incentives will be provided to eligible women who submit proof of a completed mammogram to their local health department. The mission of this project is to provide awareness that free or low-cost options do exist in our area for screening of breast cancer and that early detection is the best course of action for avoiding or surviving this deadly disease.

V. Progress Reports:

Fifteen gift cards have been distributed to women who have submitted copies of their check-out forms to verify that the mammogram was completed. Information provided by Kentucky Cancer Program on routine basis regarding opportunity available for screening mammograms at local health centers. A display was set up at The McCracken County Public Library for Breast Cancer Awareness and information was provided by Health Educators. A media campaign was developed and ads began running on local media outlets.

Russell County Hospital

I. Grant Amount Awarded:

\$18,447.00

II. Amount Expended to Date:

\$5,048.26

III. Areas Served:

Russell County

IV. Goals and Objectives:

Russell County, a rural farming community is home to 17,140 persons. The racial makeup is predominately Caucasian with African American, Hispanic, and Asian Americans as the minority populations, with an increase in the Hispanic population in the last ten years. From 2003-2007 there were a total of 49 cases of invasive breast cancer in the county. Russell County Hospital was awarded funding from the Appalachian Research Commission for a digital mammography unit. Our proposal is to educate the women of the community in understanding the signs, symptoms and risk factors leading to breast cancer and to promote screening using unit located at Russell County Hospital. Russell County Hospital will partner with Russell County Extension Homemakers to promote breast cancer awareness and screening. Our goal is provide education across the lifespan to women of all races and income levels, emphasizing the Hispanic population.

V. Progress Reports:

In cooperation with the Russell County Extension office, the Russell County Hospital implemented a plan to educate the women in the community to understand the signs, symptoms and risk factors that lead to breast cancer and to the necessity of screening. The goal of this plan is to increase breast cancer screenings in the general population as well as the Hispanic population. Due to having a new digital mammography unit located in Russell County Hospital it is wanted to emphasize the availability of this new technology and promoted the opportunity for early detection utilizing this unit.

Lawrence County Health Department

I. Grant Amount Awarded:

\$19,776.00

II. Amount Expended to Date:

\$19,776.00

III. Areas Served:

Lawrence County

IV. Goals and Objectives:

Lawrence County's breast cancer death rate at 32.7 percent compared to 27.0 percent for Kentucky is alarming. Past outreach efforts have revealed several barriers for women seeking breast cancer screenings. Lawrence County Health Department proposes to address these identified barriers for women needing breast screening services with collaboration of community partners and innovative outreach to local businesses. These outreach activities will focus on recruitment of never and rarely screened women. Cost-free breast screenings will be provided for qualifying women through the Kentucky Women's Cancer Screening Program (KWCSPP). Community partners will host a charitable bikers' run to promote awareness and raise funds for the KWCSPP. Implementing the Make It My Business for Breast Cancer Awareness campaign would break down barriers of misconceptions and medical isolation. Through these coordinated community efforts, we expect to see a 15 percent increase in the number of participants of the Health Department's KWCSPP.

V. Progress Reports:

The Partners for Life Breast Cancer Awareness Bikers' Charity Ride was held on July 16, 2011 with sponsorship from several agencies and volunteers including the KY Cancer Program, Extension Service, Health Department and the Medical Reserve Corps. Along with the motorcycle run, the event included donations of a live performance from a local music group, door prizes and a BBQ meal. Eighty-five people attended the event which exceeded the target of 60. Total funds raised from the event after expenses= \$1,951.00 which also exceeded the target of \$500.00. 59 area businesses, agencies and individuals contributed to the donations. Funds raised were donated to the KWCSPP at the Health Department and are used to cover the participants' fees for the service. This Bike Run generated excitement and increased community awareness continued even after the event. The breast cancer awareness campaign continues. Articles and information about the KWCSPP and the special project have been promoted on several media venues: local ezine, local cable access channel, newsletters (Extension, TRMC, KY Cancer Program), local newspaper, three Facebook pages and You Tube. The combined total media

sources = 10 and have potentially reached over 100,000 people. Breast Cancer education programs have been presented to Point of Hope Transitional Housing, Diabetes Support Group, and Extension Homemakers. Breast cancer educational materials were distributed at the Second Sunday Community Even, God's Food Bank every Thursday in October, Kentucky Homeplace, area physicians' hospital mailboxes, and an Autumn Festival in Blaine (a rural community in the country). Volunteer Homemakers with the Lawrence County Extension Service and members of the Lawrence County Cancer Coalition were trained for the ***Make It Your Business Campaign.*** These volunteers conducted a door-to-door breast cancer awareness campaign and provided a packet of information about early detection of breast cancer and available services in the area including KWCSF. **A total of 61 businesses were reached which exceeded the target of 50.** Three Rivers Medical Center provided extended hours for mammograms during the month of October. Only 10% of the new extended hours were booked which did not meet our expected goal 80%. Promotion for the extended hours included media, flyers and announcements at community events. If extended hours were to be offered every month it could result in more utilization of the service after hours.

Calloway County Health Department

I. Grant Amount Awarded:

\$20,000.00

II. Amount Expended to Date:

\$20,000.00

III. Areas Served:

Calloway County

IV. Goals and Objectives:

The Calloway County Breast Cancer Screening project will provide breast cancer education/awareness to women aged 40-64 who have never received a screening mammogram or have rarely (within 5 years) received a screening mammogram. Financial incentives will be provided to project eligible women who receive services at the health center during the months of February and May. A media campaign will be developed focusing on (1) prevalence of breast cancer in our area; (2) the signs, symptoms, and risk factors of breast cancer; and (3) the available resources for early detection. Community events, nursing student educational collaborations, and health professional mailings will be utilized for this project. The goal of this breast cancer

screening project is to ensure that the women of Calloway County are aware of their options, educated about the facts, and are ready to save their own lives.

V. Progress Reports:

Media Campaign: Number of spots/ads will be included on the semi-annual and annual reports. Breast Cancer Is Always in Season-Don't Be A Target-pink camouflage billboard ran 2/13/12 to 3/11/12 with an estimated exposure of >30,000. Note this billboard image can be seen on our website on the Home Page at www.callowayhealth.org. One digital billboard spot was secured that featured the St. Johns Baptist Church Women's Group and ran for the period 5/1/12 to 5/31/12 with an estimated exposure in excess of 40,000. One ¼ page color ad ran on 10/1 related to KWCSF. (Exposure 7,500) Five ½ page color ads ran between 4/23 to 4/28 related to Breast Cancer Awareness (St. Johns Baptist Church ad, pink camo ad, invitation to HD special events ads). (Exposure was 37,500) During the whole month of May, the health department ran a media campaign to promote breast cancer awareness, KWCSF, BCCTP, and HD breast cancer screenings. The following is a list of ads that ran in the newspaper: On 5/29 and 5/31, two ½ page color ads ran related to BCCTP and KWCSF programs. (Exposure 15,000) 3 Full page color ads (Equal Opportunity and Mother's Day ads) ran on 5/12, 5/19, and 5/26. (Exposure 22,500) 6 ½ page color ads (BC target, Invitation, and Clock ads) ran on 5/9, 5/11, 5/15, 5/16, 5/22, 5/25. (Exposure was 45,000) Two full page color ads (Equal Opportunity ads) ran on 6/26 and 6/29 (Exposure was 15,000) Two ½ page color ads (Clock and Pink Camo ads) ran on 6/28 and 6/29. (Exposure was 15,000)

Community Education: Presentations about the importance of BSE and mammograms will be provided to local churches, schools, community agencies, and MSU sororities/faculty. Mammacare method training will be provided and breast models used as visual aids. The Breast and Cervical Cancer Health Department brochure was developed by health department staff. The brochure was titled: Breast and Cervical Cancer: Don't Let them be a Part of Your Future or Your History. It's Up to you to Make These Killers A Thing of the Past. Brochure was printed and was e-mailed with the mid-project report. Breast cancer awareness information was distributed at the West Kentucky Annual Boat Show at the CFSB center on 1/20-22 with an audience of 5000+ over the length of the event.

7/23—Information on health department services and BCCTP/KWCSF was distributed at Greater Hope Baptist Church (African-American population) community health event. (est. 50 people)

8/23-Information regarding BCCTP program was discussed with the United Way Health Care Taskforce. (estimated 20 people)

8/30-Information regarding the BCRET grant and the Cervical Cancer-Free Begins With Me grant were discussed with the Board of Health members. (20 people)

9/13-Presentation given at the Dexter Community Center included breast cancer awareness information. (est. 20 people)

9/29-Breast cancer pamphlets were distributed at the Murray State University Senior Games. (estimated 40 persons)

During the month of October, a handout was developed and distributed in the health department for breast cancer awareness and KWCSP. (estimated 500 persons).

10/4-Breast and cervical cancer awareness information was distributed at the Murray State University health fair. (est. 100 people)

10/5-Met with Murray State University Nursing Students RN to BSN program and discussed the BCRET grant components. (est. 30)

10/10-Breast Cancer Information was given to the Senior Citizens Center. (est. 40)

11/9-Public Health Director discussed the BCRET and Cervical Cancer grant planned activities with the Calloway County Breast and Cervical Cancer Coalition and received recommendations/ideas from members and other attendees. (est 20)

11/15-Health department staff participated in the Murray State University homecoming parade and distributed breast cancer awareness info. (estimated 500+)

11/22-Breast and cervical cancer information was distributed at a health and safety event at Krogers. (estimated 50 people)

A presentation was held on 6/11/12 for the local retired teachers group (60 in attendance) which included information about breast and cervical cancer awareness. Brochures and cervical cancer bags were distributed.

The health department's breast and cervical cancer brochure was distributed to local community organizations such as CUBS (5/23) and Early Childhood Council (5/14). Estimated 100 brochures were distributed. In addition, on 1/17/12, brochures were provided to Angels Clinic board members (10 persons in attendance) and Little Lakers board members (8 persons in attendance). Brochures were distributed at the Dexter town meeting on 6/12/12. (10 persons in attendance) Brochures were distributed at the Senior Citizens center on 3/16/12. On 3/14/12 and 4/14/12, brochures were provided to attendees of the health department's diabetes basic class and breastfeeding class.

A mailing of a cover letter and the breast and cervical cancer health department brochure was completed on 5/19/12. Mailed 295 brochures to a total of 41 community agencies and faith based organizations for distribution

A bulletin board was developed in the health department during the month of October regarding breast cancer awareness. (Exposure 800 persons.)

Outreach Activities Two events will be held to outreach to women in the county. One event will be focused toward African-American women and held in February during Black History Month. Transportation will be arranged through the transit authority. Presentations will be made about the breast cancer, mammograms, BSEs, and answers to common myths. Displays will be distributed throughout the site. The Mammacare method of BSE will be presented. Incentive bags will be distributed that contain educational information, promotional items, etc. DPH staff leader will provide a speech to the women about the importance of early detection measures. Gift cards will be provided to eligible patients if seen during the months of February and May. One event was held on 2/7/12 at the St. John's Baptist Church. 21 people were in attendance for this event. Presentations were given by health department staff on breast cancer, BCCTP, and KWCSF, along with other topics such as cervical cancer, breastfeeding, diabetes, and nutrition. Breast Cancer brochures were provided in the incentive bags. Breast cancer bags and hand fans were given as incentives for breast cancer promotion.

For the second event, it was determined to expand the event to cover the whole month of May. Incentives were provided to all women who received an APRN screening during the month of May. Door prizes were selected each week. Media advertisements were developed to publicize the event and breast cancer awareness. Total number of patients receiving APRN services during May was 131. Total number of special clinics was 7 (5/1, 5/8, 5/10, 5/15, 5/22, 5/24, 5/31). During these special clinic dates, each applicable patient was taught the Mammacare method of breast self-exam.

In order to expand the reach of the grant, it was determined to give the \$100 gift cards to those women who received APRN services through the health department during the period 7/1/11 to 6/30/12 who received a mammogram. The total number of patients to be provided the gift cards was 23 patients.

Community Education

A Community Health project will be developed via clinic RN training provided to the students with students required to provide one community presentation during the semester. The topics of the training/presentation will include breast cancer early detection resources, Mammacare BSE method, and basic breast cancer awareness education. Pre- and post- tests will be completed for the training provided to the students.

In the month of February, Jeri Miller, RN, provided training on the KWSCP, BCCTP, mammograms, breast self exams and other breast cancer awareness to a group of 35 Murray State University Nursing Students. Each student was asked to provide one presentation to the community on the Mammacare model and the importance of breast cancer screening methods. 17 student presentations were performed with 170 individuals attending these presentations.

On 4/30/12, Jeri Miller, RN, provided training on the KWSCP, BCCTP, mammograms, breast self exams and other breast cancer awareness to a group of 10 students. Pre and post tests were completed by all students in attendance.

Professional Development

A mailing will be provided to the local health professionals that contains information about the Breast and Cervical Cancer Treatment program guidelines/eligibility and available website addresses for resource purposes. A cover letter and BCCTP reference guide, along with a handout on Free Web-Based Continuing Medical Education Program for Physicians was mailed to Primary Care Medical Center and Murray Womens Clinic on 4/6/12. In addition, cervical cancer-free bags were distributed to local school nurses, Primary Care Medical Center, Murray Womens Clinic, and Murray Medical Associates (est 50 bags).

Bags were distributed to the Calloway County Board of Health members, which included disciplines such as registered nurse, physicians, and pharmacist. (12 people)

Jessamine County Health Department

I. Grant Amount Awarded:

\$11,100.00

II. Amount Extended to Date:

\$11,100.00

III. Areas Served:

Jessamine County

IV. Goals and Objectives:

The Jessamine County Cancer Coalition (JCCC) seeks to provide women in Jessamine County the opportunity to battle breast cancer if faced with it without the burden of socioeconomic barriers, fear, and misguided information or simply being uninformed. With the help of this grant, JCCC will provide breast cancer awareness and education along with enhanced screening opportunities to the women of Jessamine County. The coalition will emphasize on never and rarely screened women 40 and older through a program called Prevention Pays to encourage screening mammograms. This grant will also provide an outlet to enhance breast cancer education and awareness via media venues such as, newspaper articles and other events such as the Jessamine County Women's Screening Day to bring awareness to this disease. Through these efforts, the JCCC anticipate the reduction of breast cancer cases and deaths in Jessamine County.

V. Progress Reports:

The BCTF coordinator appeared on Channel 36 on February 28th to market the "Prevention Pay's" program that provides financial incentives to women 40+ who are considered never and/or rarely screened. On March 5th the BCTF coordinator participated in a key informant interview with NACCHO representatives discussing local cancer coalitions and specific programs that were being done to increase awareness. The BCTF coordinator discussed this grant, how it was funded, and the program initiatives that were being done for our local coalition and health department. As a result of the key informant interviews, NACCHO is preparing to publish a guide about local cancer coalitions. On March 27th the Jessamine County Cancer Coalition hosted a "Survivors Celebration" at Asbury University. Through this event, the "Prevention Pay's" program was introduced and explained and all survivors were given prevention-pays coupons to hand out to women they knew who would qualify for the program to encourage screenings. On May 14th, the Jessamine County Cancer Coalition, Jessamine County Health Department and other local agencies and organizations hosted the 9th Annual Women's Screening Day. At this event, over 60 low-income women received health screenings and other health related information.

Each participant received a prevention-pays coupon and was encouraged to use it themselves or give to a friend/family member who qualified for the program. Consistent ongoing marketing within the health department clinic and the local Refuge Ministries Medical Clinic about the prevention –pays program was given to qualifying women.

Little Sandy District Health Department

I. Grant Amount Awarded:

\$19,462.00

II. Amount Expended to Date:

\$19,462.00

III. Areas Served:

Carter and Elliott counties

IV. Goals and Objectives:

The mission of the Breast Cancer Research and Education Trust Fund is to enhance efforts to reduce breast cancer and incidence mortality. These efforts target the program needs and challenges specific to population groups and geographic regions. The Little Sandy District Health Department seeks to continue augmentation of this mission by building on the existing “Caring Through the Ages” program. We hope to continue radio public service announcements, expand the existing Breast Cancer Awareness Month project, outreach events on Women’s Health Days at our three clinics, educate local community groups and college/high school students on the MammaCare method of self-breast examination, and Relay For Life events. We believe continuing and expanding these activities with “Caring Through the Ages II” will contribute to reducing breast cancer incidence and mortality rates in Carter and Elliott Counties.

V. Progress Reports:

MammaCare workshops were completed at Morehead State University and Elliott County High School February 2nd, February 3rd, and February 22nd 2012. Participants were given educational materials focusing on the importance of proper self-breast exam to be placed in highly frequented areas on campus. Estimated reach- 300. MammaCare workshops were completed at the following Women’s Organizations: Elliott County Adult Education Center on February 15th, 2012, Carter County Homemakers on March 26th, 2012, and Bruin Baptist Church Ladies Circle on April 3rd, 2012. Estimated reach-50. “Pledge to Have a Mammogram” events were held at Elliott County Relay For Life on June 9th, 2012 and at Carter County Relay For Life on June 15th,

2012. Estimated reach-400. In addition, we were also to distribute educational information to 75 men at these events, as they visited our booth with their significant others.

Plans for FY 2013:

The BCTF Board has convened a Media Committee to raise awareness of the BCTF. This project will sustain and increase the number of license plates sold and also increase knowledge of donations via income tax returns. As the BCTF continues to grow, more funding will be provided to local communities through the grant process to increase awareness and screenings for breast cancer in never or rarely-screened women. Successful initiatives, such as Horses and Hope and local screening activities, will continue across the commonwealth of Kentucky.

Appendix A

Kentucky Revised Statutes Related to the Breast Cancer Trust Fund

KRS 211.580 Breast cancer research and education trust fund.

(1) The BCTF is created as a separate revolving fund. The BCTF shall consist of funds collected from the income tax check-off created under KRS 141.446 and any other proceeds from grants, contributions, appropriations, or other moneys made available for the purposes of the trust fund.

(2) BCTF amounts not expended at the close of a fiscal year shall not lapse but shall be carried forward to the next fiscal year.

(3) Any interest earnings of the BCTF shall become a part of the BCTF and shall not lapse.

(4) BCTF moneys shall be used to support breast cancer research, education, treatment, screening, and awareness in Kentucky. Funds shall be distributed as directed by the BCTF Board established by KRS 211.585.

(5) Moneys transferred to the BCTF pursuant to KRS 141.446 are hereby appropriated for the purposes set forth in KRS 211.580 to 211.590.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 2, effective June 20, 2005.

KRS 211.585 BCTF Board -- Membership -- Terms -- Meetings.

(1) The BCTF Board is hereby created for the purpose of administering the BCTF created under KRS 211.580. The board shall be composed of nine (9) members as follows:

(a) The director of the University of Louisville Brown Cancer Center or the director's appointed designee;

(b) The director of the University of Kentucky Markey Cancer Center or the director's appointed designee;

(c) The president of the Kentucky Breast Cancer Alliance or the president's appointed designee;

(d) The director of the Kentucky Cancer Program East or the director's appointed designee;

(e) The director of the Kentucky Cancer Program West or the director's appointed designee;

(f) Two (2) citizens, one (1) of whom shall be a breast cancer survivor, to be appointed by the Governor;

(g) The secretary of the Cabinet for Health and Family Services, or the secretary's designee; and

(h) The commissioner of the Department for Public Health or the commissioner's designee.

(2) The board shall be attached to the Cabinet for Health and Family Services for administrative purposes.

(3) The secretary of the Cabinet for Health and Family Services shall convene the first meeting of the board within sixty (60) days of June 20, 2005.

(4) Board members shall serve without compensation, but may receive reimbursement for their actual and necessary expenses incurred in the performance of their duties.

(5) The term of each appointed member shall be four (4) years.

(6) A member whose term has expired may continue to serve until a successor is appointed and qualifies. A member who is appointed to an unexpired term shall serve the rest of the term and until a successor is appointed and qualifies. A member may serve two (2) consecutive four (4) year terms and shall not be reappointed for four (4) years after the completion of those terms.

(7) A majority of the full membership of the board shall constitute a quorum.

(8) At the first meeting, the board shall elect, by majority vote, a president who shall preside at all meetings and coordinate the functions and activities of the board. The president shall be elected or

reelected each calendar year thereafter.

(9) The board shall meet at least two (2) times annually but may meet more frequently, as deemed necessary, subject to call by the president or by request of a majority of the board members.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 3, effective June 20, 2005.

Legislative Research Commission Note (6/20/2005). 2005 Ky. Acts chs. 11, 85, 95, 97, 98, 99, 123, and 181 instruct the Reviser of Statutes to correct statutory references to agencies and officers whose names have been changed in 2005 legislation confirming the reorganization of the executive branch. Such a correction has been made in this section.

KRS 211.590 Duties of BCTFBoard.

The BCTFBoard created by KRS 211.585 shall:

(1) Develop a written plan for the expenditure of trust funds made available under KRS 211.580. The initial plan shall be completed on or before October 1, 2005, and shall be updated on an annual basis on or before October 1 of each year thereafter. The plan shall, at a minimum, include the following:

(a) A summary of existing breast cancer education, awareness, treatment, and screening programs provided to residents of Kentucky by type of program and by geographic area;

(b) A needs assessment for the Commonwealth of Kentucky that identifies additional programs that are needed by program type and geographic area, with support for why the identified programs are needed; and

(c) A prioritized list of programs and research projects that the board will address with funding available through the competitive grant program established under subsection (2) of this section;

(2) Promulgate administrative regulations to establish a competitive grant program to provide funding to not-for-profit entities, educational institutions, and government agencies in Kentucky offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening.

(a) The grant program shall give preference to programs proposing to serve the medically underserved population.

(b) The grant program shall provide funding to projects and programs in accordance with the priorities established in the plan developed under subsection (1) of this section.

(c) The administrative regulations shall, at a minimum:

1. Establish an application process and requirements;

2. Set forth program and outcome measurement requirements;

3. Establish an application review and award process; and

4. Provide monitoring, oversight, and reporting requirements for funded programs;

(3) Promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590; and

(4) Provide to the Governor and the Legislative Research Commission an annual report by October 1 of each year. The report shall include:

(a) The plan developed under subsection (1) of this section for the expenditure of funds for the current and next fiscal year;

(b) A summary of the use and impact of prior year funds;

(c) A summary of the activities of the board during the prior fiscal year; and

(d) Any recommendations for future initiatives or action regarding breast cancer research, education, awareness, treatment, and screening.

Effective: June 20, 2005

History: Created 2005 Ky. Acts ch. 27, sec. 4, effective June 20, 2005.

APPENDIX B

Kentucky Administrative Regulations Related to the Breast Cancer BCTFGrant Program

920 KAR 3:010. Breast Cancer Research and Education Grant Program.

RELATES TO: KRS 141.446, 194A.095, 211.580, 211.585, 211.590(1), (4)

STATUTORY AUTHORITY: KRS 194A.050(1), 211.590(2), (3)

NECESSITY, FUNCTION, AND CONFORMITY: KRS 211.590(3) authorizes the BCTFBoard to promulgate administrative regulations necessary to carry out the provisions of KRS 211.580 to 211.590. KRS 211.590(2) requires the BCTFBoard to promulgate administrative regulations to establish a competitive grant program to provide funding to organizations offering programs or services in the areas of breast cancer research, education, awareness, treatment, and screening. This administrative regulation establishes the Breast Cancer Research and Education Grant Program.

Section 1. Definitions. (1) "Applicant" means a not-for-profit entity, educational institution, or government agency in Kentucky offering programs or services as described in KRS 211.590(2) and applying for a grant pursuant to this administrative regulation.

(2) "Board" means the BCTFBoard created by KRS 211.585.

(3) "Funding" means a financial grant from the BCTFcreated by KRS 211.580.

Section 2. Application Process. (1) An applicant may apply or reapply each year for grant funding to support the applicant's program or service in the areas established by KRS 211.590(2).

(2) To apply for grant funding, an applicant shall mail to the board:

(a) A completed "Breast Cancer Research and Education Trust Fund, Application for Research and Education Grant Program" grant application form:

1. Postmarked on or before the date specified in the applicable grant notice; and
2. Addressed to the Cabinet for Health and Family Services, Department for Human Support Services, Division of Women's Physical and Mental Health, 275 East Main Street, Frankfort, Kentucky 40621; and

(b) A project description that includes the following information:

1. The need of the program or service;
2. The goals and objectives including how many people will be affected and in what geographic area;
3. The outcomes directly related to the changes or impact of the program or service;
4. An implementation plan describing how the objectives will be met;
5. A timeline for implementation of the proposed program or service;
6. Plans designed to measure the success of the program or service; and
7. Intent to provide semi-annual and year-end progress reports documenting satisfactory progress toward meeting the grant objectives; and

(c) The following financial information:

1. A detailed budget of requested funds; and
 2. A description of any other sources of funds for the program or service including in-kind participation.
- (3) A faxed or incomplete application shall not be considered for funding.

Section 3. Duties of the Board. (1) The board shall:

(a) Hold meetings and conduct board business pursuant to KRS 211.585(9);

(b) Advertise a grant on the Cabinet for Health and Family Services Web site including:

1. A postmark date for submission of an application; 2. The mailing address for the application as

specified in Section 2(2)(a)2 of this administrative regulation; and

3. An anticipated grant award date;

(c) Review and score applications based on the following criteria:

1. Relevancy to the mission of the Breast Cancer Research and Education Trust Fund;

2. Offer of a program or service in the areas of:

a. Research;

b. Education;

c. Awareness;

d. Treatment; or

e. Screening;

3. Proposal to serve the medically underserved population;

4. Proposal to address the prioritized list of programs and research projects the board has identified; and

5. Enhancement but not duplication of a program or service currently provided in the same geographic area;

(d) Give first preference to programs and priorities for grant awards according to the following priorities established by the board in accordance with KRS 211.590(2)(a) and (b):

1. Disparate populations;

2. Never and rarely screened; and

3. Translational research in clinical demonstration projects; and

(e) To the extent funds are available, award a Breast Cancer Research and Education Grant:

1. To a selected applicant; and

2. Notify the applicant of the award decision:

a. Within ninety (90) days after application deadline;

b. In writing; and

c. By certified mail.

(2) The board's decision for award selection shall be final.

(3) The successful applicant shall sign and return a grant agreement:

(a) To the board; and

(b) Postmarked within two (2) weeks of receipt.

(4) If a research grant is awarded, the grant shall be contingent upon a grant recipient's appropriate Institutional Review Board approval if applicable.

Section 4. Grant Objectives Reporting. (1) A grant recipient shall provide semi-annual and year-end progress reports to the board as specified in Section 2(2)(b)7.

(2) A grant recipient that is not making satisfactory progress toward meeting grant objectives, as determined by the board, shall be notified in writing that objectives are not being met. The grant recipient shall:

(a) Submit to the board within thirty (30) days of receiving the notice a corrective action plan addressing the objectives that are not being met; and

(b) Reimburse the board for grant funds received to date if the corrective action plan is not implemented.

Section 5. Incorporation by Reference. (1) "The Breast Cancer Research and Education Trust Fund, Application for Research and Education Grant Program", edition 12/06, is incorporated by reference.

(2) This material may be inspected, copied, or obtained, subject to applicable copyright law, at the Cabinet for Health and Family Services, 275 East Main Street, Frankfort, Kentucky 40621, Monday through Friday, 8 a.m. to 4:30 p.m. (33 Ky.R. 1479; Am. 1822; eff. 2-2-2007.)

APPENDIX C

1. National Cancer Institute (NCI). State Cancer Profiles. Accessed October 14, 2010, at : <http://statecancerprofiles.cancer.gov/cgi-bin/quickprofiles/profile.pl?00&055>
2. Kentucky Department for Public Health, Division of Administration and Financial Management, Breast Cancer Research and BCTF Statement of Revenue and Expenditure Report dated October 18, 2010.
3. Transportation Cabinet at: <http://transportation.ky.gov/> . Accessed November 9, 2010.